

# ***Interactive Advertising Glossary***

***2011 - Revision 2***

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Numerical	
<b>4:3 Standard</b>	This standard ratio for the dimensions of a television picture, as well as many computer monitors, was originally based on the aspect ratio of early motion picture formats. This ratio means that the size of the screen is 4 units wide by 3 units tall.
<b>16:9 Standard</b>	The 16:9 standard is more commonly known as ‘widescreen’ and is quickly overtaking the 4:3 television standard as the preferred screen ratio for both television and computers. Part of the appeal of this format is that it allows motion pictures shot using a 1.85:1 standard to be accurately displayed on widescreen monitors without the clipping that occurs during playback on 4:3 standard video screens.
<b>3G</b>	“Third Generation” of mobile communications technology beyond text and static images and logos. Multimedia Message Service (MMS) depends on the 3G technology and will allow users to send messages comprised of a combination of text, sounds, images and video to MMS capable handsets
<b>Error 503</b>	This is a server code indicating that the server is overloaded and can’t retrieve the content or a site is temporarily unavailable.

A	
<b>Ad Exchange/ Ad Marketplace</b>	Ad exchanges are technology platforms for buying and selling ad impressions in an auction based model, meaning real-time pricing by publishers and bidding and buying of inventory by buyers. Publishers can use Ad Exchanges as a sales channel and post their unsold inventory for buyers to bid and purchase. Ad Exchanges benefit buyers by allowing them to bid and buy on specific inventory in transparent mode, versus buying through Ad Networks where the source and type of ad inventory is often not known when the buy is made.
<b>A/B Testing A/B Split</b>	A/B testing, sometimes called an A/B split, is a method for testing different elements in an offer (e.g. offers made through an email or banner ad campaign, or elements that drive conversions on a web site). Testing different ad messages requires dividing the audience into two groups, exposing a different message to each group and measuring the results of each message. In using the same technique of dividing the audience and exposing different criteria to each, A/B testing can be used to determine the best landing page copy, colors, placement of links, etc. A/B testing can have a tremendous impact on effectiveness and ROI of different elements of an advertising campaign or marketing program.
<b>Above (or Below) the Fold</b>	“Above the Fold” is the part of the web page (or email) that can be viewed without the user scrolling down. “Below the Fold” refers to content that is not viewable upon the initial rendering of the web page and requires the user to scroll down to see it. “Above the Fold” ad placements are generally more advantageous as these ads will more likely be seen and will have higher click rates than below the fold ads.

<b>Acquisition Rate</b>	In mobile marketing, the percentage of consumers that were “acquired” by providing either a phone number or email address.
<b>Acquisition Strategy</b>	The strategy or process that is defined for the purpose of finding new potential customers. The strategy needs to develop or find those who are “in market” and activate them to buy. The acquisition strategy should define touch-points and what it takes to lead a potential customer from initial contact and through conversion.
<b>Ad Blocking Software</b>	Software programs that block ads from appearing in the consumer's browser. The software filtering is designed not only to block banner ads, pop-ups and pop-unders but also animated ads, flash ads and cookies.
<b>Ad Copy</b>	The main text of a display or search ad. In display ads, the ad copy can be a clickable link. In search, the ad copy is limited to 70 characters.
<b>Ad Copywriting</b>	The writing of text that conveys the message and offer for an ad campaign. Different copy points and styles are needed for different campaign objectives. Ad copywriting and appropriate “call to action” can have a dramatic impact on campaign performance.
<b>Ad Download</b>	The process of sending an ad from an ad server to a consumer's browser. See Polite Banner, Polite Download.
<b>Ad Effectiveness</b>	Research that measures how well the ad accomplishes its objectives. Ad effectiveness studies help brand advertisers understand the impact online ads have on their brand's metrics. (See Branding Metrics). Studies have shown that targeted ads, larger ads, use of rich media and streaming media and higher frequency can dramatically impact brand metrics.
<b>Ad Impression</b>	The metric a site uses for measuring and reporting ad inventory. Ad impressions can be counted by the ad server as a result of an ad request or be counted at the delivery of an ad from the ad server to the browser.
<b>Ad Inventory</b>	The number of ad impressions a site has available for advertising. Ad servers forecast ad inventory by type and placement. For publishers, managing ad inventory (also referred to as yield management) is a key aspect of revenue optimization. For advertisers, knowing how much ad inventory is part of the buy for specific ad units and placement is calculated as Share of Voice (SOV). See: Ad Servers, Yield Management, Share of Voice.
<b>Ad Network</b>	A company that provides sales representation for dozens to thousands of sites by aggregating the ad inventory and selling ads across multiple sites, either as a “run of network” buy or as groups of sites by content category or other targeting criteria. Ad networks serve these ads from a central ad server.
<b>Ad Product(s) Ad Programs</b>	The specific advertising opportunities available or offered by a web publisher. Ad products can include display ads (e.g., banners, video ads, text ads) and ad programs can include Run of Site (ROS), Roadblocks and various sponsorships. See: Run of Site, Roadblocks.

<b>Ad Request</b>	The request of an advertising element as a direct result of a visitor's action, as recorded by the ad server software. Also known as the ad impression.
<b>Ad Rotation</b>	The process of delivering or serving different ads to the web page (referred to as the "ad slot" or the designated area on the web page for an ad). The rotation appears random to the site visitor but the rotation is determined by the ad server and business rules for the site, based on the number of guaranteed ad impressions other and campaign requirements from all active campaigns.
<b>Ad Server</b> <b>Third-Party Ad Server</b>	Technology that delivers advertising creative to the web page. The ad server determines the appropriate ad to serve based on the inventory avails and the requirements of the campaign as specified by the insertion order (IO). The ad server provides campaign reporting (impressions, clicks and click-through rates) and more robust ad servers can provide inventory forecasts and other ad sales management routines. There are several types of ad servers, site side, third-party ad servers and rich media ad servers. Third-party ad servers are used by ad agencies and advertisers can have more in-depth campaign reporting.
<b>Ad Space</b>	The area within a Web advertisement.
<b>Ad Stream</b>	A series of ads viewed by a user during a single visit to a site.
<b>Ad Title</b>	The first line of text or headline. In search, the ad title is limited to 25 characters.
<b>Ad Units</b>	A means of classifying ad types. For example, Internet ad units can include banners, buttons, daughter windows, pop-ups, interstitials, tag lines, etc. Traditional media ad units include a 30-second radio or TV spot or a full-page magazine ad.
<b>Ad Views</b>	The rendering of an ad unit in the browser as a result of the ad server delivering the ad to the page. Ads delivered below the fold are still counted as ad views, even if the user did not scroll down to see the ad. The ad request to the ad server or delivery of the ad from the ad server may not result in the ad being rendered or viewable. Therefore counts of ad views may differ due to various factors, including the users' image settings (graphics turned off); caching due to ISP or online service proxy servers; the patience of the user (who may click stop, refresh or click on another link); the routing of the data packets; and/or a communications error.
<b>Advanced Segments</b>	Advanced segments in a Google Analytics report allow specific site traffic events to be isolated and tracked so that specific segments can be compared to overall traffic. For example, an advanced segment can track site visits of those who watched a video versus all visits. This can be very valuable insights for those focused on SEO.
<b>Advergaming</b>	The practice of using video and online games to advertise products and companies. Advergaming is often used for branding purposes by presenting an advertiser's brand during game play or by associating a game with a sponsored advertiser.
<b>Advertiser</b>	The vendor who is paying for the creation and placement of an ad.

<b>Adware</b>	Adware is software that is bundled with another program (in many cases adware is used to defer the cost of development of that program) and is downloaded to a user's computer and allows ads to be targeted and delivered to the users' browser based on the user's surfing behavior. Adware may overlap or become spyware if the information that is being tracked is reported or re-sold without the users' knowledge or consent. Major Adware companies are Claria and 180 Solutions.
<b>Affiliate</b>	An individual or company that agrees to host a link on their web site either to direct traffic to, or sell products in conjunction with another site, in exchange for compensation usually a percentage or flat fee. In the search engine model, the search engines distribute the PPC advertiser listings to web portals and affiliates. Revenue generated by the clicks on the search listings are shared by the search engine and affiliates.
<b>Affiliate Marketing Program</b>	A marketing program where a web site agrees to place a banner, link or display products directly on their site for the purpose of selling or promoting another site's merchandise or services. Typically the linked site is paid either a commission based on a percentage of goods or services sold, or a flat fee. Alternate forms of compensation may be based on click-through or recruiting new affiliates for the originating site.
<b>Affinity Marketing</b>	A marketing approach focused on building customer relationships based on lifestyle and buying habits through loyalty and frequency programs.
<b>Agency</b>	An organization responsible for the design, production and management of an ad campaign. There are specialized or boutique ad agencies that concentrate in specific areas such as creative or media buying. Some agencies specialize in digital media and are typical referred to as interactive agencies.
<b>Agent</b>	A program that gathers information while searching the Internet for specific information. Also known as robots, spiders or Web crawlers.
<b>Aggregator</b>	A concept of centralized collection of many different pieces of information into one place. Include structures such as ad networks, media collection sites (like YouTube for video) or software programs like RSS readers which works to bring media of a particular format or type together in one place. Ad networks aggregate hundreds or thousands media sites (often referred to as the long tail) to simplify the buying of these sites with one buy. See Ad Networks.
<b>AJAX</b>	Asynchronous JavaScript And XML (Ajax) is a web development technique for creating web applications that allows for small amounts of data to be reloaded where the entire page does not have to refresh, thus increasing the interactivity of a page with the user and making a more seamless experience with web content. (See Web 2.0)
<b>Alerts</b>	A method of automatically sending, usually via email or text messages, updates on topics that a user selects or registers to receive, such as news or weather alerts.
<b>Algorithm</b>	The rules (a "secret formula") a search engine uses to decide how to rank a listing within its index relative to the query. Search engines don't reveal their algorithms to protect from spamming.



<b>Alt Text (Alternative Text)</b>	The “alternative” words displayed in the browser when the ad does not load (e.g. the user has disabled graphics in their Internet options settings) or the text is displayed below the ad unit, or is exposed when the user mouse-overs the ad image.
<b>Analytics (Media Analytics Web Analytics)</b>	The process of making business decisions based on data. Media analytics is the process of understanding the data from the ad campaign in terms of ad impressions and post impression results, such as click-throughs, view-throughs, interaction rates and other metrics such as conversions. Often the results of media analytics are used for campaign optimization. Web analytics is the study of web site and ecommerce performance. See: Optimization.
<b>Anchor Text</b>	The text that is part of a link, usually underlined on the web page. Anchor text is an important criteria used by search engines to determine ranking. Better ranking is possible if the text in the hyperlink is found on the page being linked to.
<b>Android/Droid</b>	Android is a mobile operating system (OS), owned by Google. The Android OS can also be used as the OS for tablets, netbooks, and cellular phones, even televisions.
<b>Animated GIF Ad</b>	A creative specification for an ad that allows for animation using Java applet, Shockwave or animated GIFs (GIF89a) files. Many sites set limits for the amount of animation time (10-15 seconds) or looping (3-5 loops) that one ad unit can contain.
<b>API</b>	‘Advanced Programming Interface’. API is a source code interface that an Operating System or software library provides to support requests for services to be made of it by a computer program. In basic terms, it means a well-defined interface between two or more computer programs that allows them to effectively communicate with one another.
<b>Applet</b>	A small program, or application, that is included in HTML web pages, and runs independently of servers or other connections.
<b>Arbitrage</b>	A business model between site publishers and search engines and ad networks whereas there is a re-selling of ad impressions or clicks. In search Pay-per-Click (PPC), a second-tier search engines purchase traffic for a certain price, then, resells that traffic on a PPC basis to others that yields a higher price.
<b>ARPANet</b>	Stands for Advanced Research Projects Agency. ARPANet originally referred to a global network of mainframe computers used to quickly communicate scientific and defense information. It is from this network that the Internet evolved.
<b>ASP</b>	‘Active Server Pages’. Refers to a Microsoft server-side script engine for dynamically generated web pages. Most ASP pages are written using VBScript (Microsoft’s Visual Basic Scripting program) and/or PerlScript.
<b>Attribution</b>	Refers to the credit given to an online ad or link responsible for driving traffic to a web site or meeting other set marketing criteria for a campaign.
<b>Auctions</b>	Open market for bidding and buying. Search Engines use auction-style bidding to determine the rank of a listing on a results page.

<b>Audience Composition</b> (Audience Comp)	Estimating the numbers of visitors to a web site and classifying them based on their demographic profile, such as age, gender, education and income. Syndicated research companies will calculate and index the audience composition (used to determine if a site can deliver a high enough concentration of the target audience). A buyer can use audience comp numbers to determine the most appropriate sites to be considered for an ad campaign. E.g., ranking the sites with the audience comp or highest concentration of women 18-34 years of age.
<b>Audience Duplication</b>	The number or percentage of unique visitors to a web site or ad network that can be reached by another web site or ad network. The audience duplication for ad networks can be very high due the way sites are aggregated by the different ad networks. Syndicated research can calculate audience duplication of sites and networks.
<b>Audio</b>	Audio on the Web is generally heard through a plug-in media player or can be streamed into an ad unit or email using a rich media technology.
<b>Audit</b>	A report issued by an auditing company that counts and verifies a site's traffic, or verifies the site's ad delivery for a particular ad campaign.
<b>Auto Bidding</b>	In pay-per-click (PPC) search engines, the process by which an advertiser enters the highest amount they are willing to pay for a keyword. The automated bidding process starts at the lowest bid which that will maintain that keyword position without exceeding the maximum bid set by the advertiser. See Fixed Bidding.
<b>Automatic Optimization</b>	In search marketing, search engines will identify ads with the highest click-through rate (CTR) and over time, then optimizes this ad, serving it more often than other ads in the ad group.
<b>Autoplay</b>	The playing of video or audio content automatically without the user initiating or clicking to start the video or audio play.
<b>Auto-Responders</b>	When an automatic reply is sent by e-mail from the recipient after an email was received.
<b>Avails</b>	The inventory or ad impressions available for sale by a web publisher. See: Share of Voice (SOV).
<b>Avatar</b>	Virtual beings which are used in virtual worlds or communities to represent players of games. In many cases users are able to personalize avatars to give them individual physical and fashion attributes.
<b>Awareness</b>	Refers to a consumer's level of understanding and perception of a brand, product or service.

<b>B</b>	
<b>B2B</b>	Acronym for business-to-business.
<b>B2C</b>	Acronym for business-to-consumer; refers to retail commerce over the Internet. Most commonly used to describe e-commerce companies and programs trying to sell to consumers.
<b>Back End</b>	Web page content (often underlying databases) to which visitors do not directly interact with or have access to.
<b>Backlink</b>	Measurement of incoming links to a web site or web page. Used in Search Engine Optimization (SEO) to help determine the popularity of a web properties.
<b>Bandwidth</b>	Bandwidth is the amount of data transmitted or received over a period of time. For example, using the same bandwidth, it takes longer to download a complex image than a simple GIF. Modem bandwidth is measured in bits per second (bps).
<b>Banner Burnout Banner Blindness</b>	Over-exposing an ad unit creative to the target audience that will not generate additional response to the creative or will cause the creative to be ignored. Banner burnout can be controlled by setting frequency caps (see Frequency).. running multiple creative executions and testing to avoid banner burnout.
<b>Banner or Button</b>	Types of ad unit. The IAB has specified the standard ad banner as 468 X 60 pixels and several buttons sizes as 120 X 90 and 125 x 125 pixels. See Specifications.
<b>Baseline</b>	A starting point metric used as a base of reference to determine campaign success. Baselines often reflect the results of previous campaigns and are used so marketers can determine if current campaigns are matching or exceeding previous expectations. See Benchmark.
<b>Beacon</b>	Beacons are used by ad servers and web masters to track interactions. In ad serving, also known as a spotlight tag or clear pixel. Beacons are single pixel graphics called during a web page load which create a communication channel between the web page and a third party server or ecommerce system. Beacons can track users who see ads, don't click and navigate to an advertiser's site (see View Through) or visitor actions such as registrations or purchases.

<b>Behavioral Segment</b>	<p>Behavioral targeting (short term is BT) is an advertising tactic used where online ads are delivered to a browser based on the user's "behavior" or activities on the web. Media buyers use BT to increase the effectiveness of their campaigns by reaching targeted audiences using past "behavior" as an indicator of an user's affinity for a product or service.</p> <p>Site publishers define "behaviors" as pages visited within the user's session, e.g., a visitor to the real estate section on a newspaper site, is delivered home finance ads when the user navigates to the sports page. Ad Networks can offer BT across sites, by aggregating behavior into pre-defined segments. Users are identified into segments such as "Photo Bugs" or "Auto Enthusiasts." If the user visited several pages, sites or sections of sites about photography, they are classified in the Photo Bug segment. In addition to sites or pages visited, other user activities are used to identify if the user fits in a segment, including search terms, click stream activity and purchases. Each ad network offers different segments and use different criteria for determining the segment characteristics which can make it difficult to manage BT targeted campaigns across multiple ad networks</p> <p>See Retargeting.</p>
<b>Behavioral Targeting</b>	<p>Behavioral targeting is delivering an ad to a web user based on the user's "behavior" or activity on a site or throughout the users web surfing. By compiling this usage data (what pages and ads were delivered to the user), behavioral targeting can predict the user's mindset or purchase intent and use this information to specify or target content or ads to the user.</p>
<b>Benchmark</b>	<p>A benchmark is a data reference point used to determine progress during a campaign. For example, by measuring the conversion rate of an online campaign after the first week, the advertiser can then make changes to the campaign for subsequent weeks and determine if those changes increase or decrease the campaign results by using the first week results as a benchmark.</p>
<b>Beyond the Banner</b>	<p>Ad program or campaign that incorporates standard and nonstandard ad units (e.g., banners with buttons, tag lines, pop-ups or email). In addition to bundling multiple ad units, these programs can include exclusivity, content integration, custom content development and research and other non-media opportunities. See Sponsorships.</p>
<b>Bid Boosting</b>	<p>Within the MSN AdCenter automated bidding system, the process of increasing bids when the ads are served to the target demographics such as gender or age.</p>
<b>Bid Jamming</b>	<p>When an advertiser raises its bid amount to just a penny below the top bidder who has foolishly set their maximum bid amount way too high. This forces the top bidder to pay that max bid amount, and the next position advertiser only pays one cent more than the bidder underneath.</p>
<b>Bid Management Software or Tools</b>	<p>Software that allows PPC search campaigns to be managed automatically, using "rules-based" criteria (established by the advertiser) or real-time adjustments based on performance (e.g., conversions).</p>

<b>Bid Bid Value Bid Optimization</b>	The Bid or Bid Value is the amount an advertiser is willing to spend for a keyword or phrase. Bid values are assigned to keyword terms and then used to determine the advertiser's rank within search results. A minimum bid is the smallest value for each keyword, set by the search engine, with many search engines starting bids at \$0.05 per click. Bid Optimization allows an advertiser to manage their listings to maintain a desired position without overbidding. Bid Optimization Tools allow the advertiser to set maximum bid amounts and determines the search ranking as a result. Bid management tools compare all other bids and adjust the advertiser's bids to maintain the listing at the desired position.
<b>Bidding Wars</b>	When one advertiser raises their maximum bid and the rest of the advertisers follow, by raising their bids. Bidding wars can erode the ROI on keywords, causing advertisers to abandon those keywords and find alternative keywords.
<b>Biometrics</b>	Refers to the science of determining an online visitor's physiological and behavioral characteristics based on how they interact with web content or use a computer mouse and keyboard while online. Based on statistical data these mechanisms can often identify important targeting data (i.e., using mouse movement studies to determine gender of users).
<b>Blacklist</b>	In e-mail marketing, the database of known Internet addresses (or IPs) used by persons or companies intending to send spam. In search marketing, blacklist refers to a punishment for attempting to unethically manipulate search engine results, causing your site will be removed from an engine's index to cripple your organic traffic.
<b>Blocking</b>	Emails that are blocked or not forwarded to a mailbox by ISPs. This is different from a "Bounce/" See "Bounce Backs"
<b>Blog Network</b>	A listing of blog sites, often broken down by content types, offered on a web page.
<b>Blogosphere</b>	Refers to the 'universe' of blogs and bloggers and how information is presented and spread through the use of blogs.
<b>Blogroll</b>	A list of blogs displayed in the sidebar of a blog. Mainstream bloggers like to highlight the other blogs they follow and share content with as this practice improves the blogs ranking for SEO purposes.
<b>Blogs (Web Log) Blogger</b>	Blog is short for web log. Blogs are publicly available web pages, with personal views and links expressing the opinions and observations of a particular person, usually on a specific topic or theme and are usually updated regularly reflecting the personality of the author. Blogs are online diaries/news forums that feature links to news items and stories from across the Internet's World Wide Web. Most blogs are headed by an individual called a blogger. Other bloggers are journalists or industry insiders who create forums for expressing their opinions without editorial constraint. There are a few web logs that are a collection of vocal individuals providing opinion, commentary and links. Some of these sites have an editor filtering through submissions and a few allow members to grade contributions.

<b>Bluetooth</b>	Bluetooth refers to a short-range radio technology designed to simplify communications and data synchronization between computer and wireless platforms and the Internet. Using Bluetooth, electronic devices such as desktop computers, wireless phones, PDAs, and printers can communicate over short-ranges using the 2.4 GHz spectrum band.
<b>Bonus Impressions</b>	When a site delivers more ad impressions than were guaranteed in the Insertion Order. There are many reasons for sites to use bonus impressions, though many use bonus impressions to help meet the ROI objectives of a particular campaign.
<b>Boolean Search</b>	A way of searching that allows the searcher to include or exclude specific words in the results. Boolean search operators are words such as “AND”, “NOT” and “OR”.
<b>Bot</b>	Also referred to as a Internet bot, click bot or web robots. Programs or applications that designed to run automatically. Inappropriate uses of bots are to artificially click on paid listings within the engines in order to inflate click amounts, also known as click fraud. See: Click Fraud.
<b>Bounce Backs</b>	Email that isn't delivered and is returned by the intended recipients' server. There are many reasons for bounce backs, including invalid or incorrect emails, the mailbox is full, server is down or server detects spam or offensive content.
<b>Branded Keyword</b>	In search marketing, a keyword or phrase that reflects a brand name, trademark, slogan or URL. Search behavior is different for branded keywords versus generic keywords. In addition, search results for branded keywords get a higher click through rate than non-branded keywords.
<b>Branding Metrics</b>	Measurement of brand awareness (aided and unaided), brand attributes, message association, brand favorability, brand preference and brand loyalty.
<b>Branding/ Brand Awareness</b>	Process of creating a product, service or company image and position that is recognized in the marketplace with the perceptions intended by the process initiator.
<b>Breadcrumbs</b>	A website navigational feature on some web sites which presents a hierarchical path to site visitors to give them a visual reference of where they are in relationship to where they entered the site. Give sites visitors an easy way to backtrack and remember pages visited.
<b>BREW</b>	Meaning Binary Runtime Environment for Wireless, BREW is a Qualcomm open standard development platform for creating wireless applications that run on cell phones, PDAs and other wireless devices.
<b>Broad Match Listing</b>	In PPC (pay per click) search campaigns, broad match terms would be key terms for general or generic keywords. For example, if an advertiser bought “shoes”, their listing would be returned for soccer shoes, tennis shoes, doll shoes, etc. See also Phrase Match and Exact Match



<b>Broadband</b>	Refers to a user's Internet connection that delivers content at a fast rate (relative to dial up connection speeds at 28.8 or 56 baud). Broadband connections are general at or above 100 kbps and are usually delivered to consumers by cable modems, DSL or ISDN.
<b>Browser</b>	A program that allows users to access documents on the World Wide Web. The browser interprets the HTML code on Web servers and allows users to navigate, read and listen to information, and it performs "desktop" functionality, such as accessing mail and setting user preferences. The most popular browsers are Netscape's Navigator and Microsoft's Internet Explorer.
<b>Buffering</b>	The process of temporarily storing portions of streaming media (for example digital video or audio) on a consumer's computer until enough data has arrived to start playing that media.
<b>Bulk Submission</b>	Bulk submission is the process used by an advertiser to provide PPC search engines with a large quantity of keyword terms at one time.
<b>Bumper Ad</b>	Refers to a video ad that offers a specific call to action such as clicking on a companion ad or making reference to an upcoming video clip. Bumper ads are often very short and used to introduce other content.
<b>Button</b>	A standard ad unit. Also sometimes referred to as a Tile. See Banner.
<b>Button(s)</b>	An ad unit type defined by the Interactive Advertising Bureau (IAB) which includes ad units specified as 88 x 31 pixels, 125 x 125 pixels, 120 x 90 pixels, and 120 x 60 pixels.
<b>Buzz Index</b>	A scoring process that is based on measuring the percentage of search users who search for a specific term or phrase during a specified period of time. While the value of these indexes is often whimsical, they do shed a light on areas of current social interest and can be indicative of upcoming market and social trends.
<b>Buzz Marketing</b>	Refers to the use of viral and word-of-mouth methodologies to distribute branding and advertising materials.

C	
<b>Cache Busting</b>	A technique that sites use to minimize the caching process, forcing the proxy servers to get new content or new ads for each request.
<b>Cache/Caching</b>	A place that stores Web pages temporarily on the user's hard drive (local cache) or on proxy servers used by ISPs, corporations and online services. Cached data is periodically updated by the proxy servers.
<b>Call to Action</b>	Words in an ad (display or email) that entice the reader to do something. A typical call to action is "click here" or "download now." Ads with call to action will generally have higher click through rates (CTRs).
<b>Campaign</b>	The organized elements of a program to promote a company or its products. The campaign elements include different ad types, different media channels and different timing or flighting of the ads based on the campaign objectives.
<b>Campaign Integration</b>	Planning and managing advertising campaigns across search, display and other channels, online and offline. Integrated campaigns should consider consistent messaging and imagery, and measure online and offline activities or actions that contribute to the campaign objectives and ROI.
<b>CAN-SPAM</b>	The name for the U.S. law (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003) that regulates commercial email.
<b>Carrier</b>	Also known as a service provider or carrier that provides wireless service, such as Verizon, TMobile
<b>Centographic Targeting</b>	A targeting methodology that is related to the events or features of an area of geography for marketing purposes. For example, while the Northern United States is made up of a number of different geographic regions of the country, their centographic similarities means that cold winters create an opportunity for heating supplies, snow removal supplies and winter sports marketing.
<b>CGI</b>	Common Gateway Interface; a script allowing Web pages to be created on the fly, based on information from text input or checkboxes.
<b>CGM</b>	Consumer Generated Media. Messages forwarded ("refer a friend") or other content generated about a brand from consumers (in blogs, chat rooms, message boards), usually from "word of mouth" and viral marketing efforts.
<b>Channel Planning</b>	Based on a media buying premise of identifying the best sites, media types and approaches for online advertising campaigns.
<b>Channels</b>	Refers to a Web site's organization of content based on categories or topics.



<b>Chat</b>	Real-time online personal communication. Users “chat” by typing messages to each other in chat rooms. Chat rooms can be features on Web sites or sites dedicated entirely to chat. Some chat sites provide moderated chat sessions, which ensures topics and content in chat rooms are maintained or managed to reflect the topic or guidelines provided by the site or sponsor.
<b>Chrome</b>	A web browser introduced by Google in 2008.
<b>Citation</b>	Citation is essentially the equivalent of a link for local SEO, but there are nuances. It's more a mention and a link on a site that is relevant for the Google Places algorithm. For the most part, citations are more difficult to get than links, as only a select few sites get counted for citations.
<b>Citizen Journalism</b>	Refers to recent trends of consumers participating in the creation of original content being used by media channels. Levels of citizen involvement may include news reporting, creation of original graphics and photographs, development of online advertising and submissions to blogs and other news sources.
<b>Click</b>	User reactions to internet content or advertising. See Click-through.
<b>Click Fraud</b>	Click fraud refers to clicks that are falsely generated either artificially or through human means with the intent of creating a debiting click on a search engine listing or CPC text ad. Click fraud forces the advertiser to pay for the click even though there is no possibility for a sale, lead or conversion to happen. Search engines are dedicating internal resources to fight the click fraud problem. Invalid clicks in a PPC or content program, from two different sources, competitors and affiliates. Spikes in click traffic are good indicators that click fraud is happening. Log file and visitor data are needed to identify traffic coming into your site.
<b>Click to Call</b>	An option for a mobile user to call an advertiser directly from a jump page, and not buy dialing the actual number.
<b>Click-and-Mortar or Brick-and-Click</b>	A term used to refer to a retail company that offers both an online and off-line presence. Also referred to as a “hybrid” E-commerce business model approach.
<b>Clickstream</b>	The record of the path a user takes navigating either within a site or across different sites.
<b>Clickstream Analysis</b>	The process of collecting, analyzing and aggregating website data which identifies the pages site visitors visit and in what order. Measuring the succession of mouse clicks can help determine commonly used navigation paths which in turn can be used to optimize site traffic and ecommerce results.
<b>Click-Through</b>	The action of clicking on or interacting with an ad unit causing a redirect to another web page. The ad server records the counting of these clicks either before or after the transfer takes place. Click-Throughs can also be counted as in-unit clicks or mouse-overs. In-unit clicks and mouse-overs do result in server log events and new content being served but may not necessarily include a redirect to another web page.

<b>Click-Through Rate (CTR) or Click Rate</b>	CTR's are calculated by dividing the click-through number by the number of ad requests or ad impressions. CTR has become a major measure for Internet ad-campaign effectiveness and provides a basis for comparison of sites and/or creatives. However, click rates are not a complete measure of campaign effectiveness (they do not measure user activity past the initial click or conversions). Click rates should be combined with other measures to determine the real value of a campaign. See Interaction Rates and Return on Investment (ROI).
<b>Client Side</b>	In computer networking, Client Side refers to operations that are performed by the end user (or end user's computer). It can also refer to the placement of software or other data types. (See Server Side for additional information)
<b>Cloaking</b>	A technique used by some search marketers that "tricks" the search spiders, sending them a page different from what a user sees, in order to improve the ranking of that page in the search results.
<b>Closed-Loop Marketing</b>	A full marketing system that follows user patterns from advertising to inquiry generation to tracking responses. This process automatically collects campaign results and tracks campaign effectiveness across different channels by market segment and, ultimately, individual customer behavior. When a user revisits this network (even if not the same site), targeted advertising or content is delivered.
<b>Cloud Computing</b>	Refers to a computing paradigm in which software and other services are accessed via a computer network instead of off a local hard drive. The network of external servers and computers is often referred to as the cloud.
<b>CMS (Content Management Systems)</b>	Software tools for managing the creation, and organization content as well as facilitating the workflow for collaboration of content published to web pages. CMS programs make it possible to publish and edit text, images, and data. Popular CMS programs for user generated content are WordPress and Ning.
<b>Co-Branding</b>	In affiliate marketing, where an affiliate is able to include their own logo and branding on the pages to which they are sending visitors, using affiliate links.
<b>CODEC</b>	The process of compressing data for easier playback on a computer. CODEC is an acronym standing for compression/decompression.
<b>Collaborative Filtering</b>	The process of filtering information using techniques which are based on collaboration between multiple data sources. Generally used to identify patterns of use or behavior among a group of web site visitors.
<b>Comment Spamming</b>	The disreputable practice of including irrelevant links and other content into blog comments purely to drive traffic or increase SEO links to unrelated websites.
<b>Commission</b>	Also known as "referral fee" or "bounty" which is the income an affiliate receives for generating a click-through to another site which ends up as a lead or sale for that site.

<b>Companion Ads</b>	A term given to the text, display ads or thematic graphics which reflect and support the brand or content in a video ad. The primary function of companion ads is to continue the branding or messaging of a video ad after the ad has played. The companion ads often offer links to the advertisers landing page or the ability to replay the video ad.
<b>Competitive Analysis</b>	The practice of determining how a business or web properties compares against other similar businesses or properties. Often focuses on marketing competition and can be used to help identify a company's strengths and weaknesses in that market.
<b>Completes</b>	A metric used to measure if an online digital video is played all the way to completion by site visitors.
<b>Consumer Centric</b>	Concept that places consumers at the center of marketing models. Often used in online advertising to identify opportunities where consumers are more apt to take advantage of offers made.
<b>Consumer Generated Content (CGC)</b>	See Consumer Generated Media
<b>Consumer Generated Media (CGM)</b>	Consumer Generated Media or CGM refers to the creation of web content by users versus the editorial process. CGM typically includes commentary and opinions posted to blogs and discussion boards as well photos and videos that are posted or shared with other users. Social network sites such as MySpace provide a platform for users to easily create and post content. See User Generated Content.
<b>Consumer Privacy</b>	The Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI) are addressing the FTC's examination of the use of behavioral targeting technologies and practices. These organizations urge industry self regulation and consumer education on privacy policies and practices. See PII.
<b>Content Aggregator</b>	A content aggregator is an individual or organization which gathers content and media from different sites on the Web and then displays that content on a specific Web page. As an example, many specialized news sites acquire content from many other sources and present that aggregated content in one place to users looking for thematically related content. There are also companies who aggregate content and then resell it.
<b>Content Farm</b>	Definitions vary in scope, but this typically refers to a technology supported, demand-based media enterprise that uses algorithms to sort through search logs and advertiser bids to find which articles will attract both users and advertisers. They then offer these writing jobs to their network of freelance writers and editors. AOL, Demand Media, Seed.com and Associated Content follow this model.
<b>Content Integration</b>	When editorial content is designed to incorporate ads in a more "contextual" or integrated format. Sometimes referred to as an "advertorial," many advertisers prefer this type of ad placement believing they are more effective.
<b>Content Marketing</b>	Content marketing describes all the means to promote your site online: text, images, video or other "rich media." Content marketing replaces, to some extent, simple copywriting.

<b>Content Targeting/ Contextual Targeting</b>	See Targeting. The ability to deliver the most appropriate ad to a user using different techniques. The primarily targeting technique used for web ads is content targeting. Some sites offer advanced targeting options based on user demographic or usage (this data is collected through either a registration process or through profiling), browser information, and other criteria such as day parts or past purchases. Search engines offer content targeting placing PPC ads on editorial pages containing words or content relevant to the advertiser's message.
<b>Contextual Ads</b>	In search marketing, ads that are listed on publishers pages that are relevant to the content on that page (e.g., ad will indicate "ads by Google"). Search engines that offer contextual ad placements (e.g. Google AdSense) can provide advertisers with a broader distribution of ads instead of just being listed on the search engine results pages. In display advertising, ads served by contextual networks that are targeted by the words on the page. The ads appear as hyperlinks (double-underlined) on the page and open when the user mouses over the word.
<b>Contextual Networks</b>	Companies that sell and serve contextually targeted ads across hundreds or thousands of sites. Publishers
<b>Conversion Activity</b>	The actions a marketer wants users of their site to take, such as buying the product, signing up for a newsletter, downloading a white paper, viewing a video, etc.
<b>Conversion Rate</b>	A key metric used to evaluate advertising, search and email campaigns. The conversion rate indicates how effective the campaign was at achieving specific goals (sales, downloads, etc.). The conversion rate is calculated by taking the total number of "conversions" divided by the total impressions for a given ad in a given timer period. High conversion rates depend on several factors -- the interest level of the user, the attractiveness of the offer, and the quality of the landing page.
<b>Conversion Tracking</b>	Measurement tool used to identify and keep tally of the number of time a specific task is accomplished. Used in online advertising to accurately measure interactive events which relate to milestones in the marketing process, i.e., the number of time a 'thank you' page is presented can stand in as an accurate count for the number of times an order is completed.
<b>Cookie Matching</b>	A method of enabling data appending by linking one company's user identifier to another company's user identifier.
<b>Cookies</b>	A cookie is information that a Web server puts in the http header in response to a browser request. The browser stores this information, which allows the site to remember the browser in future transactions or requests. Since the Web's protocol (http) has no way to remember requests, cookies read and record a user's browser type and IP address and store this information on the user's own computer. Only a server in the domain that stored it can read the cookie. Visitors can accept or deny cookies by changing a setting in their browser preferences.
<b>Co-Registration</b>	Ad program where a site collects information (e.g. registration info) from its users and then shares this offer/registration information with advertisers. Visitors who provide information (registration data) are shown additional offers (e.g. on the thank you page) and if the user selects additional offers, the site will share the registration data with the advertisers. Usually priced on a cost per lead basis.

<b>Cost Per Click (CPC)</b>	The economic value of each click on the ad unit. Advertisers looking to pay on a direct response model will request CPC pricing and typically want to pay Web sites for the total clicks during the campaign. CPC deals usually run from \$0.25 to \$2.00 per click.
<b>Cost Per Inquiry Cost Per Lead</b>	The fees paid to a Web site for generating leads. Higher fees are paid for “qualified” leads. This pricing model can be expressed as “Cost Per Inquiry” or “CPI” or “PI” or “Cost Per Lead” (CPL). The site utilizing CPI or CPL models must ensure there are adequate methods for collecting and verifying the qualifying information that is collected and directed to the client.
<b>Cost Per Interaction (CPI)</b>	A metric that refers to arrangements between publishers and advertisers for measuring the interaction rates of rich media ad units. CPI can be used to set media pricing that is triggered only in the event that a consumer takes a defined action with regard to interacting with rich media ads (specific click on, data submission, etc.)
<b>Cost Per Transaction (CPT)</b>	The fees paid to a Web site for each transaction. This fee is calculated as a percentage of the total sale. CPT deals usually run from 2% to 10% of the transaction or sale.
<b>CPA</b>	‘Cost Per Acquisition’. This term relates directly to the ROI costs associated with advertising campaigns to calculate the amount of money spent for every new customer acquired.
<b>CPM</b>	In traditional media, the cost per thousand homes or individuals delivered by a medium or media schedule as it relates to the relative cost of one medium or schedule to another. In Internet media, the CPM is a measure of relative cost efficiency between sites where the cost per thousand refers to <i>ad impressions delivered</i> . A \$50 CPM for 200,000 ad impressions would cost an advertiser \$10,000.
<b>Crawler</b>	The way search engines gather listings, by “crawling” web pages and following links on the page. Copies of these pages are ranked and stored in the search engines’ index. See Robot or Spider.
<b>Creative</b>	The concept, design and artwork of an ad. Includes the technology used to create or develop the ad. The most common creative technology for banners is GIF, JPEG images or animated GIFs. Other creative technologies include Java, HTML or streaming audio or video. These are commonly referred to as rich media banners. See Rich Media.
<b>CRO Conversion Rate Optimism</b>	Conversion Rate Optimization, or CRO for short, is sometimes referred to as conversion optimization, and is the method and practices of streamlining traffic once it reaches your site. In other words, it’s a set of techniques to make the user do what you want them to do on your site, e.g. clicking ads, subscribing, buying. You are effectively fine-tuning the path to conversion.

<b>Crowdsourcing</b>	The term first coined by Jeff Howe in Wired Magazine in 2006, refers to the ability (through Web 2.0 technologies) for a large group of people to solve a problem or complete a task, through an open call and typically through online submissions. Crowdsourcing takes advantage of the talent of the public and mass collaboration.
<b>Customer Relationship Management (CRM)</b>	Corporate information systems and strategy designed to collect, evaluate, process and provide detailed information regarding a company's customers in order to improve customer satisfaction and maximize profits.
<b>Cyber Squatting</b>	When a domain name is registered, with the intent of confusing an Internet user with that of another previously trademarked name. This can also include registering a domain name that relies on the chance that an Internet user will mistype the URL and land on a similarly spelled URL (also known as typosquatter).
<b>D</b>	
<b>Demand Side Platform (DSP)</b>	Demand Side Platforms (DSPs) refers to the technology that enables advertisers and agencies to buy and manage media buys across multiple sources, including ad networks and ad exchanges. DSP technology also allows for Real Time Bidding (see RTB), for the purchase of ad impressions and combining "buy-side" data to analyze the value of the impression. DSPs with RTB are also referred to as trading platforms, such as Havas' Adnetik and Publicis' Vivaki Nerve Center
<b>Dashboard</b>	Refers to a Graphical User Interface (GUI) used to access web analytics and marketing data in a 'user-friendly' way.
<b>Data Aggregator</b>	Refers to companies and processes that collect and compile data from different sources and sell this data to others.
<b>Data Append</b>	A process whereby data elements from different sources are linked to a user's profile in order to enhance the information about the user. Companies can append their customer data with data purchased from third-party data vendors. Companies such as BlueKai and eXelate provide data and services which can be used to enhance cookie data.
<b>Data Mining</b>	The process of sorting through collected data to establish patterns and define interaction processes and relationships between site visitors and web content.
<b>Daughter Window Ad</b>	A separate window associated with a displayed banner. May be rendered after the banner appears or after a user clicks on the banner.
<b>Daypart</b>	Refers to the specific time that a media buy is placed to run on. The term Daypart was originally used to refer to Broadcast TV time periods (i.e. Prime) and has been adopted for use online. It refers to a specific hour range (i.e. 12-5 pm) or day of the week (i.e. Friday) that the buy's inventory has been acquired on.



<b>Daypart Targeting</b>	The placing of a media buy with the goal of reaching a prospect that uses the Internet during that specific period of time. For example, a buy for a movie premier might choose to purchase online inventory to run only on Thursday through Saturday, or a donut franchise may chose to target ads to users who are online between 6 and 10 AM .
<b>Deep Link Ratio</b>	Any site with a natural link profile has at least some links leading to its content that are not the homepage itself. At one time, overzealous SEO practitioners would build hundreds or thousands of links to a website's homepage, leading to a very low deep link ratio and thus being "over optimized." Thoughtful, professional link-building following industry best practices is essential to legitimate SEO.
<b>Deep Linking</b>	Linking to a page other than the home page, in order to direct a user directly to the page with related content to the referring content.
<b>Demographics</b>	Basic characteristics used for audience segmentation, such as age, gender or household income, marital status, location, etc. Understanding the demographics of a target audience is essential for an Internet marketing plan. In the media buying process, understanding the demographics of a site (or group of sites) is critical to the site selection process. Advertisers will look at site demographics to help them decide which sites are effective at reaching their target audience (audience composition). Demographic data can come from the syndicated research companies (e.g. from comScore or NetRatings) or from sites that conduct their own proprietary readership studies.
<b>Description Tag</b>	An HTML scripting element that presents a set description of the page and the content on it when that page is referred to by search engines.
<b>Desktop Advertising</b>	The method of serving ads to a consumers' PC via a client-side desktop application. The software automatically "pushes" updates to users' PC's to keep the ads current. The software application serves the ad to a web browser or through its own software to the desktop.
<b>Dial-Up Connection</b>	Dial-up is when a user connects to their ISP by ordinary telephone line. Once the connection is made, usually the user is online for a specific time or duration, especially if time charges are incurred. The alternative is when a user is on a dedicated connection such as a cable modem or DSL.
<b>Digerati</b>	A reference to a group of people who seem to be knowledgeable and in-the-know about Internet and other digital technology. From "literati."
<b>Digital Creative</b>	Advertising creative that is in digital format. Common forms of digital creative include Flash, GIF image files, HTML, MPEG video files and AVI audio files.
<b>Digital Native</b>	A word coined in 2001 to refer to persons who have grown up with digital technologies and are very familiar with their use, including PCs, Internet, mobile phones, MP3 players and other interactive technologies.
<b>Digital Video Server</b>	A dedicated server that has been specialized to provide digital video data streams via video on demand applications.

<b>Direct Response</b>	Marketing term referring to a campaign which measures interaction on the part of consumers. Differentiated from Branding, Direct Response is generally based on a consumer completing a set task.
<b>Directory Web Directory</b>	A Directory is an organized, categorized listing of web sites. Directory listings are organized by (human) editors whereas Search Engines use spiders or automated systems to organize listings. While various hybrid models have developed as Search Engines have incorporated Directory features, Directories place an emphasis on linking to site home pages and try to minimize deep linking. This makes directories more useful for finding sites instead of individual pages. Some directories attempt to solve this shortcoming by collaborating with a Search Engine for supplemental listings. See Search Engine.
<b>Distribution Partners or Syndication</b>	Search engines and directories have relationships with portals and other large websites to distribute their search results. These distribution deals increase the reach of search as well as provide additional revenue to the syndication partners through revenue sharing. Google's AdSense and Yahoo!'s Content Match programs created new syndication opportunities for publishers to distribute search results through contextual matching of content with keywords.
<b>Domain Name</b>	The last part of the unique name (to the right of the @ sign in the Internet address) that identifies an organization or other entity on the Internet. The domain name is part of the URL that tells a server where to forward a request for a Web page. The domain name allows web users to use words to find a web page as an alternative to using the web page IP Address. For example, the IP Address for domain laredogroup.com is 140.239.141.10.
<b>Doorway Page</b>	A doorway page is a web page that has been created purely for the purposes of drawing traffic only to redirect it to another page. Most doorway pages include listings of related phrases or search terms. Doorway pages are also referred to as 'Spamdexes' or 'Gateway page.'
<b>Dotcom (dot.com)</b>	An Internet-based company, or any company whose primary business is performed over the Web.
<b>Double Opt-In</b>	A follow up e-mail sent after a user subscribes, requires the user to respond to the e-mail to be a qualified subscription. This helps create a more responsive list in that no person can subscribe someone else out of malice or error.
<b>Downstream Traffic</b>	Refers to a metric for measuring which sites or landing pages a consumer visits after visiting a targeted web site or landing page. (See Upstream Traffic)
<b>DSL (Digital Synchronization Line)</b>	A high-speed digital connection from a telephone company's central office (CO) to a location. DSL technology brings high-bandwidth Internet connection to homes and small businesses over ordinary copper telephone lines. Homes and businesses generally have to be within one mile of the CO to get DSL service. See "Broadband"
<b>DVR</b>	Digital Video Recorders are set top boxes that allow consumers to record and playback television programs. TiVo is a popular example of a DVR.



<b>Dynamic Ad Placement</b>	The process by which an ad is inserted into a page, in response to a user's request versus a static or hard-coded ad placed on a page. With sophisticated ad server tools, ad placement can be determined by a visitor's usage patterns, demographics and/or other preferences.
<b>Dynamic Content</b>	Information or content on web pages that changes automatically, based on users' settings or configuration, or other database information or cookie settings. E.g. weather sites can dynamically load local weather based the visitor's zip code.
<b>Dynamic HTML (DHTML)</b>	New programming extensions for HTML (Hypertext Markup Language) that allow programmers to present Web pages that are more interactive with users (than previous versions of HTML) or animated, but that do not require requests to be sent back to the originating server.
<b>Dynamic IP Address</b>	IP addresses are sometimes not assigned on a static, or fixed, basis. Many companies and online services economize on the number of IP addresses they use by sharing a pool of IP addresses among a large number of users. Dynamic IP addresses change for each user's log-on. For example, America Online users' IP addresses will change from one log-on to the next as AOL assigns new IP addresses from its pool. Fifteen million AOL subscribers share a small pool of IP addresses. This causes problems in accurately counting users of a site, since the number of IP addresses, rather than individual users, will be counted.

<b>E</b>	
<b>E-Commerce</b>	The business of selling products and services on the Web.
<b>eCPM</b>	<p>Effective CPM (cost per thousand). In search eCPMs are calculated by multiplying CPC by CTR times 1000. Google uses this metric to rank site-targeted CPMs in the Google AdSense (contextual network).</p> <p>For site publishers, the eCPM is "Net" Effective CPM, which is the final average CPM for the campaign including the CPM for different ad units and placements.</p> <p>For marketers, the eCPM is calculated by taking total earnings from the campaign and dividing by the number of impressions served to determine the final CPM of the campaign.</p>
<b>Editorial Links</b>	Editorial links are not links in the editorial but are links set by site owners, bloggers or content creators within text itself. Also, editorial links are mostly natural in that they are given voluntarily through making an arrangement – as opposed to paying for them. While many people talk about paid links even years after they have been discounted by Google, as a means to differentiate link types most SEO pundits still rarely use the term editorial links.
<b>E-Mail</b>	Exchange of information by means of an electronic or telecommunications text-based format. Messages are usually in the form of ASCII or enhanced forms of text that allow the recipient to read, save and edit the text. Graphics, sound, binary, additional text or other file formats can usually be sent with e-mails as attachments.

<b>E-Mail Blast</b>	An e-mail sent to multiple recipients.
<b>Email Marketing</b>	The process of using email distribution of marketing materials to reach prospects.
<b>E-Mail Signature (Sig file)</b>	The signature option in e-mail that allows the e-mail sender to include a brief message at the end of the e-mail.
<b>Emoticon</b>	Combining the terms "emotion" and "icon," is a typographical symbol used to express an emotional state. Emoticons evolved from widespread use of e-mail where it is difficult to convey tone and emotion. The first widely-used emoticon was the smiley face :- ) used to express humor or joking intention and other :- ) the sad person.
<b>EMS</b>	Enhanced Message Service. Adds functionality to SMS so mobile users can add pictures, sounds, animations and modified text to their SMS text.
<b>Engagement</b>	A new metric in advertising to measure how consumers interact with ads. Interactive and digital media give marketers new ways and levels to measure consumers' involvement with advertising. See Word of Mouth marketing.
<b>Entry Page</b>	The first page a web site visitor encounters when landing on a web site.
<b>Exact Match</b>	Using [brackets] in search query will return results with only those terms in the exact order.
<b>Exclusive</b>	Advertising programs that give one advertiser all of the ad units on a page, section or entire site, excluding other advertisers or competitive advertisers. Exclusive programs are also called "roadblocks" and "take-overs" and are usually priced at premium.
<b>Exit Page</b>	The last page a web site visitors encounters when leaving a web site.
<b>Exit Transfer or Exit Pop-Up</b>	The serving of another browser window or ad when a user leaves or exits a page. Exit pops have been used for audience development purposes or to try to keep users from leaving a page or making a compelling offer on the next page the users navigates.
<b>Eye-Tracking</b>	Marketing research approach which uses computerized, head mounted monitors to measure where a user's eyes are focused on a computer screen. Most often used to identify the most seen elements on a web page or digital ad. See Heat Map.
<b>eZine</b>	The short term for a digital version of a magazine. Magazine publisher are moving to ezine formats so that their content is accessible by users of new technology platforms such as eReaders, iPhone apps and the iPad.

F	
<b>Facebooking</b>	Pertains to activities surrounding the use of features on Facebook.com such as: managing personal profiles, posting comments, tagging photographs, adding friends, etc.
<b>False Positive</b>	When either a legitimate email is mistaken for spam and is filtered by, the ISP or the recipients email anti-spam software.
<b>FAQ</b>	Frequently Asked Questions. FAQs are documents that explain or provide answers to the most and common questions on a topic or subject.
<b>Feeds (Web Feed)</b>	Means of delivering summary web content to users. Feeds include content and links back to the source. Users subscribe to feeds and use feed readers (e.g. Google Reader, Pheedo) which combine and allow the user to organize their feeds into a single access point. See: Real Simple Syndication or RSS.
<b>Firefox</b>	A popular open source web browser provided by Mozilla.
<b>Firewall</b>	A level of security that an organization will set up to protect its computer network from virus on the Internet, or to limit certain types of information to pass though its network.
<b>First Party Cookie</b>	Cookies which are left on a site visitor's computer by the web server for that web site. (See Third Party Cookies)
<b>Fixed Bidding</b>	In pay-per-click (PPC) search engines, the process by which an advertiser sets the exact amount they are willing to pay for a keyword. They pay this amount every time a click is made on their link. See Auto Bidding.
<b>Flame, Flaming or Flame Mail</b>	Inflammatory comments sent by email or posted in a newsgroup.
<b>Flash</b>	Flash is a rich media technology that enhances web ads, using interactive animations. Flash is a proprietary program developed by Macromedia (now owned by Adobe) and requires a browser plug-in to be seen.
<b>Flat Rate Pricing</b>	A pricing model that uses a fixed rate for the media instead of being based on a CPM or CPC. Flat rate pricing is generally used by sites for large sponsorship programs, or by sites that sell listings or small presence in directories. In addition, flat rates are found on smaller sites with limited pages and ad impressions or those that use fixed ad units (instead of dynamically served ads).
<b>Flight Dates</b>	The timing associated with an ad campaign, including start and stop dates for which the campaign runs.
<b>Floating Ad</b>	An ad that moves across a web page in a separate window or animation sequence that makes the ad appear to float above the browser. Several companies offer proprietary tools for creating and delivering floating ads. These ads are important for advertisers as they usually deliver higher branding metrics such as recall.

<b>Flog</b>	A fake blog, usually created by an advertising agency or advertiser, to look like a fan page of sorts to sing the praises of the specific advertiser. This practice often backfires and can result in a public relations black eye for the advertiser.
<b>Folksonomy</b>	Refers to a user-defined taxonomy system for social bookmarking. Unlike a browser bookmark list, folksonomy tags are stored on the web and can be accessed from any computer. Sites such as del.icio.us and Flickr allow users to place and store favorite web pages and file lists.
<b>Follow/ Following/ Followers</b>	On Twitter, you can “Follow” a person or company which means you elect to get their messages or Tweets (see Tweets) as they are posted. By “Following” a person or company, you elect to get their Tweets on your Twitter home page. Followers are people who receive other’s Twitter updates. Twitter lets you control your “Followers.” Users will Follow companies to get messages on sales, coupons, events, etc.
<b>Forums</b>	Forums are used to facilitate discussions on websites, allowing users to post and respond or comment to messages.
<b>Frames</b>	The use of multiple, independent sections to create a single Web page. Each frame is built as a separate HTML file but with one “master” file to identify each section. When a user requests a page with frames, several pages will be displayed as panes. Sites using frames may report one page request with several panes as multiple page requests. Most audit firms count only the master HTML page request, and therefore can accurately report the page requests.
<b>Freemium</b>	A business model that offers basic services for free, but charges a premium for advanced or special features. Comes from combining two business models “free” and “premium” and is popular with Web 2.0 companies.
<b>Frequency Cap</b>	A limitation on the number of times an ad is presented over a period of time for a specific media channel or market. Used as a way to increase click through rates (CTRs) and reduce banner burnout.
<b>Frequency (Ad Frequency)</b>	The number of times an ad is delivered to the same browser in a single session or time period. Assumed to be exposure to an ad. Frequency caps can be established and managed by the ad server using cookies to ensure a browser only gets the same ad delivered “X” times. The frequency for email is the intervals at which email marketing efforts are repeated: weekly, bi-weekly, monthly, bi-monthly, etc.
<b>Friending</b>	Term referring to the social networking practice of inviting ‘friends’ to join a social network.
<b>FTP</b>	File Transfer Protocol; allows users to send and access files on servers worldwide.

G	
<b>Gap Surfing</b>	Tactic used to ensure a bid is no more than it needs to be to maintain a target position. Also bid at the bottom of a bid gap. (see Bid Jamming)
<b>Gateway Page</b>	A web page created and optimized for search engine spiders for the purpose of driving traffic. (See Doorway Page)  Some publishers call large full-page ads that are served prior to the user entering a site as a "Gateway Page." (See Introstitial)
<b>General Packet Radio Service (GPRS)</b>	An expansion on GSM (Global System for Mobile) communication that allows the transmission of data packets. For use with wireless communications.
<b>Geo-Targeting</b>	Targeting based on location.
<b>Geo-Targeting or Geographic Targeting</b>	Using location as a means of finding appropriate audiences for an ad campaign. The most common geo-targeting techniques for digital campaigns are zip codes (data collected from the user, usually during a registration process), content-based (what the user selects for specific content such as weather or maps) and IP address (based on the address of the user's ISP).
<b>GIF</b>	Graphic Interchange Format; a common compression format used for transferring graphics files between different computers. GIF images are the most common form of banner creatives and Web graphics.
<b>GIF89a or Animated GIF</b>	A GIF animation tool that creates sequences of images to simulate animation and allows for transparent background colors. GIF89a can generate higher response rates than static banners. See Animated GIF.
<b>Global Positioning System (GPS)</b>	An arrangement of 24 satellites for use in locating a target site on the Earth. Only three satellites are needed for triangulation of the ground site, though many GPS systems use more than 3 for improved accuracy and reliability. With the removal in May of 2000 of intentional random inaccuracies required by the Department of Defense, accuracy now ranges from within 1 meter to 100 meters for standard equipment.
<b>Google Dance</b>	Refers to updates when Google changes the algorithms used to determine the rankings for organic and paid search listings.
<b>Graphical Search Inventory</b>	Search ads that are graphical not text, served through contextual ad networks (e.g., Google AdSense), based on the keyword or phrase used by the user.
<b>Gross Impressions</b>	The total number of exposures to an online advertisement or message.
<b>Gross Rates Gross Vs. Net Rates</b>	Gross rates are what advertising agencies bill their clients for media purchased. The client pays the agency and the agency deducts their commission (commission rates vary but 15% is a typical rate) and then pays the media owner the net rate (gross minus the commission). The difference between gross and net is the amount the agency is paid for its work to buy the media on behalf of their client.

<b>GRP</b>	'Gross Ratings Points'. A term often used in traditional advertisers to identify the sum of ratings for a specific media vehicle or schedule. It represents a percentage of the target audience reached by an advertisement using the formula: $GRP = \text{frequency} \times \% \text{ of reach}$ .
<b>GUI</b>	Graphical User Interface. Using the computer's graphics capabilities to make a site or program easier to navigate or use. See UI.
<b>H</b>	
<b>Half-Page Ad</b>	A standard ad unit defined by the IAB as 300x600 pixels. Some sites use a larger half-page ad unit at 336x850 pixels.
<b>Hard Bounce</b>	Email that is bounced or not delivered to the user because the email address is invalid or the domain doesn't exist. Soft bounce is when an email is undelivered because the mailbox is full. Soft bounce messages can generally be delivered at another time.
<b>Hashtag #</b>	On Twitter, since messages don't have a field for categorizing the content, the hashtag symbol is used. To categorize a Tweet, the # symbol is followed by a term describing or naming the topic. In this way, all of the related messages that include the same hashtag will be shown when someone searches for that particular hashtag. Companies often use hashtags as part of a product launch e.g. <i>#FordFiesta</i> ). At conferences and events, hashtags are frequently used to make it easy for attendees to comment, question or provide feedback to the speakers.
<b>Heat Map</b>	Refers to the graphical results of eye-tracking tests used to determine how people interact with digital media. These results often weigh common points of attention against less common points to create a map which shows different colored segments of a web page based on the activity for that segment.
<b>Hidden Text</b>	Also known as "Invisible Text." A spamming technique in Search Engine marketing where as web pages are filled with key words and the text is in the same color as the background so not appearing to the user but read by the search engine spiders. Improperly used to improve page rankings.
<b>High Definition Video (HDV)</b>	HDV is a video format for compressing standard video.
<b>Hit</b>	The sending of a single file, whether text, graphic, audio or another type. When a page request is made, all elements or files that comprise the page are recorded as hits on a server's log file; therefore, number of hits is not an appropriate statistic to use for analyzing or comparing sites.
<b>Home Page</b>	The page designated as the main point of entry of a Web site (or main page), or the starting point when a browser first connects to the Internet.



<b>Host or Hosting Web Hosting</b>	The host is the computer that has access to the Internet and displays the online content. Hosting or Web Hosting is a service provided to web publishers that includes serving and maintaining access to their web sites. Hosting services allow companies to share the expense of high speed access and security.
<b>Hot Spot</b>	Refers to an interactive toggle or button which is invisible to users. Most often used in rich media advertising to create links to other media or to measure interaction with specific assets.
<b>House Ads</b>	Ads running on a site for that company's products or content.
<b>Href (Hyperlink Reference)</b>	Within HTML code the Href specifies a web address to a linked resource or document. In online advertising, the Href usually redirects the user to the page the ad wants the user to view. This code is invisibly included behind the creative graphics or text link to lead the end user to the appropriate page.
<b>HTML</b>	Hypertext Markup Language. The document format used on the World Wide Web. Web pages are built with HTML tags or codes embedded in the text. HTML defines the page layout, fonts and graphic elements, as well as the hypertext links to other documents.
<b>HTML Banner</b>	Defined by the IAB, a Rich Media ad format which allows for interactivity with the ad unit in the form of entering data, such as a zip code, so the response is specific to the user's input.
<b>HTTP</b>	Hyper Text Transfer Protocol. The protocol used by the World Wide Web, defining how data is formatted and transmitted, and what actions Web servers and browsers should take in response to various commands. HTTP is considered stateless because each command is executed independently, without any knowledge of the commands that came before it.
<b>Hybrid Campaign</b>	An advertising campaign pricing model that focuses on more than one point of pricing criteria. For example, a campaign could be structured to measure both CPM and CPC in an attempt to maximize return on investment (ROI).
<b>Hyperlink</b>	A word or phrase, typically highlighted in a blue or other color and underlined, that links to a document, URL or Web page or specific area of a Web page. Hyperlinks can be found on Web pages, in e-mail newsletters, e-mail messages or used as an advertisement. Also referred to as a Text Link.
<b>Hyper Local</b>	A term often used in journalism, refers to news content to be read by the residents of a well-defined, smaller scale geographic area. A type of targeting that serves content and ads based on the specific location of a consumer, usually using a mobile device equipped with GPS technology.
<b>Hypertext</b>	Text that can be selected (clicked) by a user and that links to a different section of that page or to another location. See Link.

I	
<b>iAd</b>	The mobile advertising platform developed by Apple Inc. for its allowing for ads to be embedded into iPhone, iPod Touch, and iPad applications. If the user taps on an iAd banner, a full-screen advertisement appears within the application. Apple will retain 40% of the ad revenue, with the other 60% going to the developers.
<b>Impression (Ad Impression or Page Impression)</b>	The metric a site uses for measuring inventory. Different definitions exist for this term. See Ad Impression, Ad View. 1. The viewing of a page or viewing of an ad. This assumes that the page or ad images completely download and the user views the page or ads on the page. 2. The request for a page or ad. See Ad Request, Page Request.
<b>IMU</b>	Interactive Marketing Units, added to the mix of original standard banner and button ad units. Standard IMUs include different sizes of the Rectangle ad (180X150, 300 X 250, 240X400, 336X280 or 250X250 pixels) and the skyscraper ad (120X600 or 160X 600 pixels).
<b>In-Banner Video Ads</b>	Video ads which play within the ad unit or in the expandable part of the ad unit and don't require a video window or player to load to watch.
<b>Inbound Link</b>	A link that is attached to a web site from another web site.
<b>Index</b>	The database of pages that are maintained by search engines.
<b>In-Page Video Ads</b>	Refers to video ads which play within a window on the web or landing page.
<b>Insertion</b>	The placement of an ad in a web page.
<b>Insertion Order (IO)</b>	A legal contract that details the specifications for an advertising campaign and includes payment conditions and other terms or definitions. IO's usually are issued by the web site to the advertising agency or client, but many interactive agencies issue an agency Insertion Order for the site publisher to sign.
<b>Instant Messaging</b>	Private communications between users through a service such as AOL or MSN. Users can set up lists of names of other IM users and are alerted when these users are online. One user can initiate a chat session with another user.
<b>In-Stream Video Ad Overlay</b>	This advertising format uses the lower part of the video playback window to present itself. If the video ad overlay is selected, the primary video pauses and will be replaced by the selected video ad. When the video ad has finished, the primary video will again start playing where it left off.
<b>Interaction Rates</b>	Metric used with rich media advertising that defines the amount of interactions with the ad unit, such as mouse-over or roll-over, time spent in expanded panel or time spent watching video. The rate is calculated as a percentage of all interactions with the ad unit relative to the rich media ad impressions served. Many times the interaction rates can be much higher than click-through rates.



<b>Interactive Agency</b>	An ad agency that focuses more on providing a mix of Web development, Internet advertising/marketing and/or e-Commerce/eBusiness consulting.
<b>Interactive Media</b>	The term is interchangeable with online media, Internet media, or digital media. Refers to a broad range advertising types and formats that invite user interactions, and appear in content delivered via IP protocols.
<b>Internal Link Hub</b>	An internal link hub is a key page on your site that has collected many inbound links from other sites, and thus can have a big impact on the overall distribution of your site's authority.
<b>Internet TV or IPTV</b>	Television content distributed via the internet. IPTV refers to Internet Protocol television which is the delivery of programming by video stream, IPTV streams one program at a time and is delivered once a user selects the program.
<b>Internet (the Net)</b>	A worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols.
<b>Interruption Marketing</b>	A system of advertising predicated on the need to draw consumer attention away from current activities to the advertising content.
<b>Interstitial Ads</b>	Means "something in between" and is a page that is inserted in the normal flow of content between a user and a site. An interstitial ad is an "intrusive" full-screen ad unit that is delivered without specifically being requested by a user. A pop-up is a type of interstitial that appears as a separate window on top of content. See Pop-Up. Also known as a "transitional" ad.
<b>In-Text Video Ads</b>	Ad units that pop ups when a user rolls or mouses over a text link (links are often indicated by double-underlined words on a page). Often used for contextually based ad campaigns. The two companies providing this are Vibrant Media and Kontera.
<b>Introstitial</b>	Like an Interstitial Ad, a full page ad served so that a user navigating to a home page or other web page, will see the ad prior to accessing the site's content.
<b>Inventory</b>	The number of ad impressions available for sale on a Web site. Ad inventory is determined by the number of ads on a page, the number of page was with you s containing ad space and the number of page requests.
<b>iOS</b>	Mobile operating system software developed by Apple, for iPhone, iPad and iPod Touch.
<b>IP Address</b>	Internet Protocol Address; refers to the set of communications standards that control communications activity on the Internet. An IP address is the unique number assigned to any Internet-connected computer. For example, the IP Address for laredogroup.com is 140.239.141.10.
<b>IP Targeting</b>	Targeting ads based on the browser-provided information; e.g., domain, operating system, browser type.

<b>IPTV</b>	Internet Protocol TV, or TV over the Internet.
<b>ISP</b>	Internet Service Provider; a company that provides access to the Internet, usually serving a geographic area; there are national providers of online service, however, such as AOL. ISPs can provide dial-up connection, where a user name and password is required or provide a connection using DSL or cable modem.
<b>IYP</b>	'Internet Yellow Pages'. While originally used to specify the Yellow Pages product, it is often used to refer to any database driven web directory that returns specific information on the physical location of products and services. IYP is often used in conjunction with Local Search efforts.

<b>J</b>	
<b>Java</b>	Used in rich media applications, Java is a programming language that supports enhanced features such as animation, ecommerce and real-time updating.
<b>JavaScript</b>	JavaScript is a scripting language that is most often used for Client Side web page development and for driving functions such placing data into web based data fields. Despite its name, JavaScript is unrelated to the Java programming language and may have been named to take advantage of Java' market success at the time.
<b>JPEG</b>	A graphics file format used for photographs and other complex images consisting of many colors.
<b>Jump Page (See Landing Page)</b>	A special page set up for visitors who clicked on a link in an ad, also known as a landing page. For example, by clicking on an ad for Site X, visitors go to a page in Site X that continues the message used in the advertising creative. Jump pages can be used to promote special offers or to measure the response to an ad. Also referred to as Landing Page.

<b>K</b>	
<b>Key Performance Indicator (KPI)</b>	Used to identify specific online marketing goals. KPIs often refer to the primary and secondary goals for a campaign and are based on specific actions on the part of consumers. KPIs can include actions such as click-through, set conversion criteria, data collection and pages of site visited.
<b>Keyword</b>	A keyword is the search term or query used to find related web pages to their searched topic. For search advertisers, keywords are the terms associated with the content on their web pages. Advertisers can bid on keywords (or phrases) as part of their search marketing efforts. Sites can optimize their web pages so they get listed as part of the organic results on a search engine results page.

<b>Keyword Density</b>	Also referred to as keyword weight, the number of times a keyword appears on a page, expressed as a percentage of the total amount of words. Search engines use this for determining page rank.
<b>Keyword Proximity</b>	An indicator of how close two search terms (or keywords) are to each other on a single web page. Typically, the closer the terms are, the higher your chances are of achieving a high page rank.
<b>Keyword Rank Keyword Search</b>	Keyword Rank is the position or placement in the search results. In the PPC model, rank is based on the bid value of specified keywords. (See Bid, Bid Value) A Keyword Researcher is a tool that assists the marketer in generating the most popular related keyword terms and phrases based on a submitted keyword. The tool may also provide details regarding the number of times a keyword has been searched in the past. For example, Overture's Term Selection Tool gives the number of times a keyword was searched the previous month.
<b>Keyword Tag</b>	An HTML scripting term that allows developers to include a set of keywords which can be used to provide web spiders with a more specific or relevant list of keywords. The default to this is the words used in the content of the page being indexed.

<b>L</b>	
<b>(The) Long Tail</b>	Refers to the aggregation of content and products, to produce large media and e-commerce opportunities. Ad networks aggregate the long tail of ad supported sites and can offer advertises huge reach potential by tapping this source of web users.
<b>Landing Page (see Jump Page)</b>	The first page the user sees after clicking on an ad or link. Landing pages should get action from the user such as buy, register, forward message, provide feedback or continue to another page. Analyzing landing page conversions should be one of the most important criteria for measuring success of an online marketing campaign.
<b>Large Rectangle</b>	The IAB definition of a standard ad unit size measuring 336 x 280 pixels.
<b>Latency</b>	The time it takes for a data packet to move across a network connection. Latency and bandwidth affect the connection speed.
<b>Lead Generation (Lead Gen)</b>	Generating leads for products or services. The Lead Gen process is completed when a user fills out and submits an online form to get more information about a product or service. Companies that use Lead Gen generally pay on a per lead basis. There are companies that verify and append these leads with additional data.
<b>LeaderBoard</b>	A standard ad unit defined by the IAB as 728x90 pixels. LeaderBoard ad units are part of the Universal Ad Package. (See Universal Ad Package)

<b>Linear Video Ad</b>	This refers to a video advertisement which runs before, in the middle of or at the end of a video program which a consumer selects. In many ways linear video ads follow models used by traditional television advertising. In most uses, linear video ads take over the entire video window and need to be shown all the way through before the selected video content starts playing.
<b>Link</b>	Text or graphic, which can be selected (clicked) by a user and which causes another page, document or section of a document to be displayed.
<b>Link Checker</b>	A software program that reports on the number of incoming links that are connected to a web site.
<b>Link Decay</b>	Link decay is the process of a link diminishing its value over time.
<b>Link Equity</b>	Link equity is like the link budget you have on a site and the way you spend it. These are currencies that should be wisely spent to maximize the allocation.
<b>Link Exchange or Reciprocal Links</b>	An agreement between webmasters to add links to each other's sites, generally done to improve rank in search results as well as increase traffic.
<b>Link Farm Link Farming</b>	Used by web marketers trying to increase their page rank through artificially building link popularity by creating inbound links by exchanging reciprocal links.
<b>Link Popularity</b>	A measure of the quantity and quality of sites that link to your site. Some search engines use Link Popularity as a measure of quality content as in theory, great sites will naturally attract many links, and content-poor sites will have difficulty attracting any links. Since these engines use Link Popularity an important criteria for determining rank in their organic listings, SEO activities work to improve Link Popularity.
<b>Link Reputation</b>	Defined as the words and other descriptors that sites use to describe links to other sites. Also, refers to the relationship that backlinks have to targeted web pages.
<b>Link Rot</b>	Term for when web pages previous available at a URL are no longer available due to the movement or deletion of those pages.
<b>Linking Strategy</b>	A SEO concept based on the value of incoming links to a website. A linking strategy often means planning ways for a site to be linked to by other sites. This often means trading links with other sites and using link farms (neither are considered good practice). Linking Strategy can also take into consideration the value of blog and article links to increase organic search popularity.
<b>List Fatigue</b>	Refers to the waning of response and result of email lists often due to repeated use. Can include subscribers who have become disinterested in received email but haven't unsubscribed from list (or want to) but have become largely unresponsive.
<b>List Hygiene</b>	The process of maintaining a list (deleting emails) to minimize the email bounces/bounce backs.

<b>Listing</b>	A short description or summary of a web site seen on the search engine results page. Listings usually consist of three parts: Title, Description (summary of a site's content) and URL (link to the web site or landing page)
<b>Load Time</b>	The time it takes for a page to completely render in the browser window. Load times vary based on the users hardware, network connection, and ISP. Slow load times can dramatically impact the users' ability to see ads (therefore impact the ad's effectiveness) on a page if the ads load last.
<b>Log or Log Files</b>	File that keeps track of network connections. A stored record of site transactions including domain names, file requests, etc.
<b>Looping</b>	The number of times an image can rotate or animate in one ad display. Looping limitations are usually set at 3 - 5 to limit the amount of intrusiveness a particular ad will have on the users' experience at a site. See Animated GIF Ads.
<b>M</b>	
<b>Mailing List</b>	A list of email addresses collected by a company. Many companies use opt-in techniques to create a list to ensure the individuals agree to be on the list.
<b>Make Good</b>	To provide an additional level of service to meet the terms of an agreement that wasn't met the first time. Most often used in cases where a publisher is unable to serve the number of add impressions requested by an advertiser for a certain period of time. In this case a make good would allow the advertiser to receive additional impressions on future campaigns or a partial refund of the media buy.
<b>Malware</b>	Short for malicious software, is <a href="#">software</a> designed to infiltrate a computer system without the owner's knowledge, to steal info, damage or disrupt that computer. See: Virus.
<b>Mash-up</b>	Combining and mixing web content and applications. Mashups are websites or applications that combine or layer content creating a more interactive experience for the user. Content is typically publicly available and is likely to include content overlaid with a mapping application. Example is <a href="http://www.chicagocrime.org">www.chicagocrime.org</a> which combines data from a crime web site with Google Earth. Mashups are a component of the Web 2.0 development.
<b>M-Commerce</b>	Mobile Commerce – The use of cellular phones, personal digital assistants (PDAs), and other wireless devices to buy and sell products or services over the Internet.
<b>Media</b>	General term referring to the different channels of communication. Traditional media refers to radio, newspaper, and broadcast television. Digital media refers to web based platforms or audiences reached through an online connection. The line is blurring between traditional and digital media companies as traditional media companies offer their content on digital platforms.

<b>Media Analytics</b>	Refers to the evaluation of how well an ad campaign is delivering on its objectives, reaching the target audience and getting the desired response. The result from conducting this analysis generally requires some optimization of the campaign media placement or creative.
<b>Media Buyer/Media Planner</b>	The individual responsible for planning and purchasing media space for their client. In traditional agencies, the media buyer reports to the planner. In digital agencies, many times the planner is responsible for both planning and buying functions..
<b>Media Plan</b>	The process of determining the advertising channels, media types, target audience, budget and strategies used to plan and run an online marketing campaign.
<b>Media Player</b>	Media Player is the software that decompresses and streams video or audio using a codec. The media player has control buttons to play, pause and set volume. The three most popular media players are QuickTime (Apple), RealOne and Windows Media Player.
<b>Medium Rectangle</b>	The IAB definition of a standard online ad size measuring 300 x 250 pixels.
<b>Meme</b>	In the Internet culture, a meme refers to the concept that something can spread rapidly, by use of email, blogs, forums, social networking sites and instant messaging. In a broader definition, the concept of a meme is a unit of cultural information such as a popular tune, catch-phrases, beliefs or fashions that can spread virally and propagate from one mind to another, a way of explaining human behavior and cultural evolution.
<b>Meta Tags</b>	The terms used in the HTML code that summarizes the content on a page. Meta Tags can be viewed by opening the page properties box (right click on a web page), and clicking on "view source."
<b>Metadata</b>	Metadata describes the information associated with an item, for example the name, size, or ownership of a Word document or qualitative descriptors about context or quality.
<b>Metasearch Engines or MSE (Metacrawler)</b>	A search engine that displays results from multiple search engines thus giving the user multiple sources for information and enhancing the coverage of their search. Since no one Search Engine can index all existing web pages, a MSE will send a query simultaneously to several Search Engines and directories. After collecting the results, duplicate links are removed and the results are combined into a single results list. MSEs will group their listings by the source, scramble or cluster them.
<b>Metrics</b>	Measures of performance (e.g., CTR or interaction rates) or characteristics of the medium (e.g., site traffic, unique visitors).
<b>Micro-Ads</b>	Text or simple image-based ad units that can include interactivity and are designed for wireless devices.



<b>Micro Conversions</b>	While conversions often refer to end sales goals, micro-conversions can reflect any goals you choose to measure user engagement with your site – something like a lead, a sale or at least a subscription – steps or indicators along the path to ultimate conversion. A time on site of more than 5 minutes could be a micro-conversion, or a third returning visit.
<b>Microformats</b>	Microformats describes a set of standards to annotate web sites in order to make them machine readable.
<b>Micro-Sites Mini-Sites</b>	A page or series of pages created by a site to enhance an advertiser's ad presence. Many sites offer to build and host the micro-sites for their client as part of their ad packages in order to support the media buy (banners, buttons, links, etc.) as a means for their advertisers to have a greater presence. The Micro-sites often are temporary pages that that are removed once the ad campaign ends.
<b>Mid-Roll Video Ad</b>	Refers to ad units that play in the middle of a user requested content clip. Similar in format to commercial breaks used in traditional television advertising.
<b>Minimum Bids</b>	In search marketing, the least amount an advertiser bids for a keyword or phrase that keeps that keyword/phrase active in their campaign. Search engine dashboards will indicate the minimum bid levels an advertiser can use for each keyword, determined by the desired placement or rank for that keyword or phrase.
<b>Mobile Marketing</b>	The practice of using wireless and mobile technologies to reach consumers on their cell phones, PDAs and other wireless devices.
<b>Moblog</b>	Short of "Mobile Blog." Blogs that are to be downloaded to mobile devices.
<b>Mouse-over</b>	When a mouse passes over an item (usually a graphic), the item changes, usually to indicate that the item has a link to related or additional information. Mouse-overs for ad units can initiate an expanded ad and the interaction can be counted as a "click-through." See Click-Throughs.
<b>Mouse-trapping</b>	"Backdoor" efforts by sites to keep site visitors at the site, accomplished through techniques like disabling the "Back" button or generating repeat pop-up windows.
<b>MSP</b>	Mail Service Provider, such as Hotmail, Yahoo! Mail and Gmail.
<b>Multimedia Messaging Service (MMS)</b>	Technologies used which allow mobile device users to send messages beyond text, which includes multimedia objects such as images, audio, video, and rich content.
<b>Multivariate Testing</b>	Including split and A/B testing, Multivariate Testing often includes automated systems which can be used to compare multiple versions of creative to determine which ad features and content points get the best results when combined together.

<b>N</b>	
<b>Natural Links</b>	Natural links are links by people whom you haven't asked for a link. If somebody decides to link to you on their own accord, the link is natural.
<b>Negative Keyword Match</b>	A feature of Google AdWords that relates to keyword matching. A negative keyword allows an advertiser to specify terms they do not want their ad to be associated with as part of the SERP (search engine results page). Negative keywords help improve search ROI by reducing non-performing, poor quality traffic.
<b>Net Rates</b>	Net rates are what publishers/media owners get paid for the advertising inventory. See: Gross Rates.
<b>New Visitor</b>	A metric which notes a site visitor who has not visited that site previously.
<b>News Feed</b>	A collection of headlines, news or story highlights, made available to subscribers in a RSS format. See Feeds, RSS.
<b>Newsgroups</b>	Discussion groups on Usenet area of the Internet. There are thousands of newsgroups on virtually any topic.
<b>Niche Sites</b>	Refers to a type of website that has very specific content, addressing a narrowly defined audience who has deep interests or passions for the content. Niche sites typically have lower traffic (unique visitors and page views) than broad content sites, but the quality of the audience served by the niche content can be very appealing to advertisers and can demand a higher CPM for the audience.
<b>Non-Linear Video Ads</b>	Ads that run parallel to the video ad while it is playing. Non-linear video ads can be presented as text, graphics or video clips and may appear over the video itself or be represented as product placements within the video which support the brand. Common non-video ad formats include
<b>O</b>	
<b>On Deck/ Off Deck</b>	Refers to mobile marketing's use of built in software and features and those external to the mobile device. While 'On Deck' features may provide tools mobile consumers want and need, 'Off Deck' approach allow those consumers to find external tools and resources which allow them to better personalize the mobile experience.
<b>Off Page Optimization</b>	Refers to SEO practices which are outside of the domain of the host website and instead rely on changes made on web pages and sites linking to the host website.
<b>Online Service</b>	Privately maintained network whose content is available only to subscribers. Not actually part of the Internet, although most now provide Internet access. America Online is the largest online service.



<b>Open Source</b>	Refers to systems and software is commonly given away for free and can be customized or modified by anybody as needed. Often related to software programs which are built by communities of developers from around the world.
<b>Open Rate</b>	The number of emails that are opened, as a percentage of the total emails sent. This is generally a key metric for measuring a campaign's success. Issues: This percentage does not account for the emails that were bounced and not delivered or for text only emails. It also counts as open the messages that were delivered in a preview pane (Outlook) but not actually opened.
<b>Opt-In Opt-In Email</b>	Opt-in is the process by which a user agrees to receive emails or specific communications from a web site or list owner. Opt-In emails lists are generally more effective for advertisers as the users have agreed to receive these (usually targeted) communications. Many web sites and list owners use a "double Opt-In" method that gets the user to verify their interest through an additional request (e.g. respond to a verifying email).
<b>Opt-Out</b>	Opt-out is a method or service giving the Internet user an option to remove his/her name from a list.
<b>Optimization</b>	In ad buying, changes made to a campaign (changing ad units, placement, creative) to drive the highest click-rates or other metrics. In search engine marketing, the changes made to improve a page's rank. Optimization may include changes to text, title tags, meta tags, body text, etc.
<b>Organic Listing</b>	Also called "Natural Listing" which are the links that appear in the search engine results pages that are not paid. These "organic" listings or links are deemed as relevant to the search query. Google uses several rules for determining the page rank for an organic listing, including link popularity, keyword density and other components. See SEO, Search Engine Optimization, which is the discipline of organizing a site to improve its ability to get indexed by search engine spiders for relevancy of topics and keywords, and improve the page rankings.
<b>Over-Delivery</b>	When a web site delivers more ad impressions than what was guaranteed in the Insertion Order. Many sites use a 10% over-deliver standard in order to compensate for any discrepancies that may occur when ad counts differ between ad servers. Counts of ad impressions from third-party ad servers will typically be lower than counts from a site's ad server.
<b>Overlay Ads</b>	Advertising format being used with some video channels. Overlay ads are small graphical ads which are positioned over the video content. If clicked they generally pause the primary video and then present the advertiser's content in the video window. Once the advertising video is completed, the primary video will again take over the video window, playing from the point where in was paused.

P	
<b>P2P File Sharing</b>	Meaning Peer-To-Peer, P2P File Sharing is the process of data sharing and transfer where the data being shared isn't stored on a central computer but on the individual computers of those engaged in the data sharing. Most often used by consumers sharing music and video files.
<b>Packages or Packaging</b>	The combination of different ad units in one campaign to meet the advertiser's objectives. Typical packaging might include banners and skyscraper ads or banner and buttons. Some sites offer "pre-packaged" combinations allocating a certain percentage of the total impressions to each type of ad unit in the package. Since not all ad units are on all pages, packaging helps sites ensure the ad message can be delivered throughout their content for higher reach or to increase frequency.
<b>Page</b>	Web sites are collections of electronic pages or HTML documents that may contain images and media objects (graphics, java applets, etc.), as well as text. A page can contain one or more ads.
<b>Page Impression</b>	A measurement of responses from a web server to a page request from the user browser, which is filtered to remove robotic activity and error codes prior to reporting and is recorded at a point as close as possible to the user's opportunity to see the page. Much of this activity is recorded at the content server level.
<b>Page Jacking</b>	Refers to the illegal practice of stealing content from a web site by copying it to a new web site often for the purpose of tricking search engines into indexing that content as legitimate. This often means that the new site is mistaken for the original site and steals its traffic.
<b>Page Reputation</b>	Refers to the association between a web site and the sites linking to it based on the overall ranking of those sites. For example, Page Reputation looks for 'good' relationships between sites and not simply the greatest number of links. The higher ranked the sites linking to a site the higher the ranking for the site.
<b>Page Request</b>	The request by a user's browser for an HTML document. The page request is recorded by the Web server's log file. Pages requested are not always fully downloaded or seen by the user (e.g., the user may stop before the page download is complete), so a page request is not equal to a page impression or page view. See Page Impression and Page View.
<b>Page Tag</b>	Used by web analytic programs, to count page views. Page tags are code (JavaScript) that is embedded web pages and when the pages are viewed, the web analytic software records the page view.
<b>Page Views</b>	The successful transmittal of the page (fully downloaded) to the users' browser.

<b>PageRank</b>	PageRank, determined by the number of incoming links from other relevant websites, is one of the most important elements Google uses to determine relevance and therefore ranking of a web page in its results. The underlying premise of PageRank is to give a more autonomous or independent approach to determining what is and what is not relevant to searchers. The more links to your site from similar or relevant websites, means the better your site ranks in Google's results.
<b>Paid Inclusion</b>	Paid inclusion refers to a fee-based listing that several of the major search engines and directories offer to advertisers to guarantee a listing within the database. While Paid Inclusion guarantees a site or pages are listed it does not guarantee any ranking. The fees for paid inclusion may be on a cost per click (CPC), "per URL" cost for each page, to a one-time fee for a directory listing. In some cases, by paying a higher amount and advertiser can increase its position in the rankings. These paid listings are typically served at the top of a results page in a premium spot above the rest of the "basic" paid listings.
<b>Paid Listings</b>	The ads search engines sell to advertisers through paid placement or paid inclusion programs.
<b>Paid Placement Paid for Placement (PFP)</b>	When an advertiser pays for a link to be included in the search results page, usually in a fixed position at the top or bottom of the page. These results will usually be labeled as "sponsored links."
<b>Pass-Along</b>	When one email recipient forwards their email to another. Publishers use email pass-along to encourage their readers to forward articles. This helps a publisher expand their reach. "Forward to a Friend" is a typical viral marketing technique.
<b>Pay Per Call</b>	Similar to Pay Per Click, an advertising model where the advertiser pays for every call generated from a search ad, rather than paying for the click. Pay per call is often priced much higher than PPC but the advertiser can expect higher conversion rates from those who chose to make a call rather than clicking on an ad.
<b>Pay Per Click (PPC)</b>	An advertising pricing model that is based on the advertiser paying for each click on an ad or a search listing. See Cost Per Click. In the PPC search engine model, advertisers can control the ranking or placement order in which their listings appear. The ranking is determined by a bid value placed on the keywords chosen by advertisers to describe their site. The higher an advertisers bid, the higher the site's placement within search results when that term is used in a search query.
<b>PDA (Personal Digital Assistant)</b>	A small mobile hand-held device that provides computing and information storage and retrieval capabilities for personal or business use. Most PDA software includes scheduling, calendars and address book functionality. New versions of PDAs include wireless modems for connection to the Internet. Companies such as Vindigo offer personal navigation systems and shopping & restaurant guides that can be downloaded to the PDA.

<b>PDF Files</b>	Portable Document Format, a file format, developed by Adobe. PDF preserves all the fonts, formatting, graphics, and color of any original document, regardless of the application and platform used to create it. Adobe PDF files can be shared, viewed, navigated, and printed exactly as intended by anyone. To view a file in PDF format, you need to use the Adobe Acrobat Reader, it is a free download from the Adobe web site.
<b>Performance-Based Programs</b>	Marketing or advertising campaigns where the objective is an identifiable or immediately measurable action, usually measured by counting clicks or other post-click activity, such as completion of an inquiry or order.
<b>Permission Marketing</b>	The process of delivering content or products (e.g. industry news, newsletters, product announcements, “tips” mailings, current events, etc.) only to those who have expressed interest in them or have agreed to receive them.
<b>Personalization</b>	The practice of tailoring web pages to individual users' characteristics or declared preferences. In email, it is writing the email to appear more personal, e.g. include recipient's name in the salutation or subject line, referring to past emails or past purchases. Sites use personalization to tailor their offerings, enhance customer service and support e-commerce sales. It is also called 1-to-1 marketing and can make a content site or e-commerce experience more effective and efficient for the user to get the information or products/services they want. Because personalization depends on the gathering and use of personal user information, privacy issues are a major concern.
<b>Personally Identifiable Information (PII)</b>	Refers to data that could be used to identify, contact or locate a person or data used with other sources to do the same. Examples per the US Department of Management and Budget include name, birth date, gender, social security number, postal address, IP address, email address, other digital identity. Sites that collect and PII data through a registration process, should inform users through links to their privacy policies, how their PII data is being used.
<b>Phishing</b>	A form of online fraud, refers to scamming or where users are tricked into revealing confidential information (e.g. passwords, bank account information). Phishing attacks use 'spoofed' e-mails and fraudulent websites designed to fool recipients into divulging personal financial data such as credit card numbers, account usernames and passwords, social security numbers, etc.
<b>Phrase Match</b>	A form of keyword matching, where an ad will be displayed if the user's search query includes the exact phrase match even if the query includes other words. Ads associated with the query “mountain bike” will also be displayed if the user searches for “mountain bike trail” or “mountain bike shop” but not for “mountain trail bike” as this phrase is not an exact match to “mountain bike.”
<b>PII (Personal Identifiable Information)</b>	Stands for ‘Personally Identifiable Information’ and relates to data a collection guideline that protects consumers by not collecting anything that can be specifically associated with an individual. For example, an online poll may ask for and collect information about a web site visitor's gender but would use that data only to identify the percentage of men and women who visited the site. That data would not be able to directly link to any consumers participating.

<b>Ping/ Pinging</b>	A utility to test if a host computer is available. Used as a verb in communications (or social media), to probe for a response from someone whose presence is not known or attention is uncertain.
<b>Pixel</b>	(from "picture element") Is the basic unit of color on a computer display or monitor. The pixel size depends on the resolution of the display screen. A related term is DPI (dots per inch) where dots mean pixels. A user's choice of resolution can affect the display of an ad. A lower resolution setting means fewer dots per inch on the screen and therefore the image may appear blurred or distorted.
<b>Place Shifting</b>	The process of using technology to access media outside of the home or regular location. For example, Sling Media's Slingbox product enables consumers to tap into home media set ups including cable and satellite setups as well as DVR's, to access and view live and stored programs on a personal computer from just about any point in the world.
<b>Placement/ Positioning</b>	The process where search engines create the order of the links on a results page so that the most relevant links appear in order of their relevancy to the search query.
<b>Platform</b>	The type of computer or operating system on which a software application runs; most common platforms are PC, Macintosh and Unix.
<b>Playlist</b>	Refers to a list of content (most often music or video content) on a website which shows the playback order of that content.
<b>Plug-In</b>	A program application that can be easily installed and used as part of a Web browser. Once installed, the browser recognizes plug-in applications and its functions are integrated into the main HTML file being presented. Shockwave is an example of a plug-in.
<b>PodCast</b>	Audio and or video content that is downloaded to a computer or MP3 player.
<b>Polite Banner Polite Download</b>	Ad serving large file ads in background mode to maximize ad performance. Pre-loading or "polite" delivery minimizes the latency problems often experienced with streaming media.
<b>POP3</b>	'Post Office Protocol'. This term refers to a methodology for retrieving web mail from a remote server. Most email client software today uses POP3 designations as a doorway for retrieving incoming email messages.
<b>Pop-Under</b>	Ads that appear under web content. Pop-unders are not seen until the open browser is closed or minimized. The IAB recommends that the pop-under ads be clearly labeled as ads with the name of the network, advertiser or publisher.
<b>Pop-Ups</b>	An ad that appears automatically in a separate web browser on top of content. The IAB recommends that pop-up ads be clearly labeled as ads with the name of the network, advertiser or publisher.

<b>Portal</b>	The “door” a user enters when accessing the Web. Many portal sites allow for personalization so the user can select what content and applications they want to see or use every time they access the web. These can include local news, weather, shopping, TV listings, and offer personal services such as stock tracking, email, calendars and searchable databases.
<b>Position</b>	In search PPC marketing, the placement of the sponsored link on the page relative to other ads. The top or premium positions are those ads that appear in the first three listing. In organic search, position refers to the ranking of the search listing.
<b>Position Preference</b>	In search PPC marketing, the advertiser can specify a desired position on the search engine results page (SERP). Though not guaranteed, Google and MSN will provide feedback to the advertiser as to how to achieve that position, such as establishing a higher maximum bids amount.
<b>Post Click Activity</b>	The tracking and measurement of what users do after clicking on an ad unit, such as completing a transaction or some other activity.
<b>Post Impression</b>	Pertains to activities and events that take place after a consumer has interacted with a digital media advertisement or media asset once it has loaded onto a web page
<b>Post-Roll Video Ad</b>	This refers to a video ad that plays immediate following the end of a user selected video content.
<b>PPC</b>	See Pay per Click.
<b>PPC Management</b>	The responsibility to monitor or maintain a PPC campaign, by managing bid prices, creating/defining keywords, copy testing, and other activities that yield better search performance results and higher conversion rates.
<b>PPL/PPS</b>	‘Pay Per Lead’ and ‘Pay Per Sale’ refers to an agreement between publishers and advertisers (or affiliates) for which payment is made only if the marketing yields a direct lead or sale.
<b>Predictive Targeting</b>	A targeting model based upon the identification of future consumer behaviors that is based upon a taxonomy of standard life stages using data that comes from either online or off-line sources.
<b>Pre-Roll Video Ad</b>	An ad, in video format, typically 5 to 15 seconds in length that is hard coded to run prior to streaming content. See Video Commercial.
<b>Primary Branding Objective</b>	Campaign metric which refers to the overall branding goal of a campaign. This might include factors which track brand lift, drive sales or generate leads.
<b>Profile/ User Profile</b>	Refers to the collection of information or attributes associated with a specific user. Profiles can also describe different customer segments or clusters. User profiles as part of social networking sites can be extensive and used for ad targeting.



<b>Proxy Server</b>	A technique often used by ISPs, corporations and online services, such as AOL, for caching information on a Web server to act as an intermediary between a browser and the server. Proxy servers hold the most commonly and recently used content from the World Wide Web in order to provide users with quicker access. See Cache/Caching.
<b>Psychographic Targeting</b>	A targeting methodology based on the beliefs, interests, ideals and emotional values of the audience being measured. Psychographics is often thought of as the personal 'core values' that people hold.
<b>Publisher/ Web Publisher</b>	Refers to any content producer (company, blogger) that uses a business model to be paid for the content via advertising and/or paid subscriptions.
<b>Push</b>	The delivery ("pushing off") of information that is initiated by the server rather than being requested ("pulled") by a user. Pointcast is the most well known push service that pushes information based on the user's profile.
<b>PVR</b>	Personal Video Recorder, e.g. Tivo.
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<b>Q</b>	
<b>QDF</b>	QDF stands for the Query Deserves Freshness algorithm by Google, which determines the ranking for newly important queries. Breaking news is a good example. In many cases, a blog or news site can outrank old authority sites for a keyphrase because the QDF additionally determines that they are the most current source on that subject at a given time.
<b>Quality Score</b>	Google search metric which refers to a composite score given an ad's overall position on the Search Engine Results Page (SERP). Based on a number of factors including a keyword's historical bid, relevancy, quality of the landing page, amount of maximum bid and account history of the advertiser.
<b>Quartile Reporting</b>	A method of measuring the effectiveness of video ad playback by determining what percentage of the video as a whole was played. The quartile metric is used to measure when 25%, 50%, 75% and 100% of the video stream has been viewed by the consumer.
<b>Query</b>	When a user requests information, a search term entered in the search box.
<b>Quick Response (QR) Codes</b>	A QR (Quick Response) code is a two dimensional bar code that is used to identify products or the URL of a web page. Companies that embed QR codes into print ads, outdoor billboards and other media allow mobile phone users to take a picture of the code and get directed to a web page to access additional information. A QR reader or application is required to translate the code and retrieve the information.



R	
<b>RT or Retweet</b>	On Twitter, the ability to share (or retweet) content posted by another user, giving the original poster credit. The format is: "RT @Username (username is the twitter name of the person you are retweeting) with the original message, and often with a link.
<b>Rank</b>	An ad's standing in comparison with other ads, based on the graphical click-through rate. Rank provides advertisers with information on an ad's performance across sites. See Click Rate.
<b>Rate Card</b>	Published by sites that accept advertising. Includes prices of banners, sponsorships and other types of ad products.
<b>Reach</b>	The number of unique visitors, or percent of specified target audience, to a site or group of sites within a specified session or other period of time.
<b>Real Time Bidding (RTB)</b>	The buying of individual ad impressions in real-time, resulting in more targeting opportunities for advertisers. RTB is part of the DSP technology (see Demand Side Platforms).
<b>RealAudio</b>	A commercial software program that plays audio on demand, without having to wait for long file transfers.
<b>Recency</b>	In web metrics, measuring the length of time passed since a site visitor's last visit to a web site or page. In media planning, recency planning creates the most effective schedule to narrow the time between the ad exposure and the purchase. The ad will be more effective if received when the consumer is "ready to buy."
<b>Reciprocal Links</b>	A mutual link between two websites to ensure mutual traffic.
<b>Rectangle Ad</b>	A standard ad unit defined by the IAB as 300x250 or 336x280 pixels. Rectangle ad units are part of the Universal Ad Package. (See Universal Ad Package)
<b>Redirect</b>	The process of using one server to send instructions to another when assigning an ad serving or ad targeting function. Redirect servers are often controlled by third-party analytics companies to help keep an accurate count of the number of times an ad is called and the number of times that ad is clicked.
<b>Referral</b>	The place or location from which a user accesses another Web page. Web analytics provide referral data to show source of traffic to websites.
<b>Refresh</b>	The reloading of the same web page, done by users clicking on the refresh button in the browser. If the content has not changed, the page will look the same, but if the content has change, refresh will cause new content, e.g., new ads, to load. In some cases, pages will automatically refresh on timed basis.

<b>Registration, Registration-Based Targeting</b>	A process for site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of ads. Some sites require certain registration in order to access their content. Some sites use voluntary registration. Fee-based sites conduct registration in the form of a transaction (for example, asking for a credit card to pay for the content). A registered user is a user who visits a Web site and elects, or is required, to provide certain information. Non-registered users may be denied access to a site requiring registration.
<b>Relevancy</b>	The usefulness of a web search. A measure of the quality of the match between queries submitted and the results. High relevancy is when users are offered the best results for their queries, and don't have to undertake laborious manual searching.
<b>Relevant Links</b>	Relevant links are – in theory – links which have a thematic connection to your site, such as a link from a travel site to a hotel would. While the concept of relevant links is controversial in the SEO industry, it's important to know that it is a relative standard.
<b>Remnant Space/ Remnant Inventory</b>	Refers to unsold ad avails or inventory that is less desirable due to the type of content. Some publishers with unsold inventory will work with ad networks to resell this inventory using an arbitrage model, or may list the unsold inventory with an ad exchange for buyers to bid on.
<b>Rep Firms</b>	Companies that provide sales representation to web sites that either don't have their own sales force or need to augment their existing sales force with additional representation in markets or verticals that are not covered by the existing team. Most Rep Firms will want exclusive agreements.
<b>Repeat/Returning Visitor</b>	A web site metric which identifies visitors to a site who have visited that site previously. Most often, cookies are used to identify if a visitor has visited a site previously. Repeat visitors indicate to publishers that their site content is engaging.
<b>Replays</b>	Digital video metric used to measure the number of times that a request to replay a video clip or ad has been made by an online consumer.
<b>Request for Proposal (RFP)</b>	Request for proposal or RFPs are documents sent out by agencies to web sites in order to gather information to aid the media planner/buyer assess the media opportunities. RFPs should detail the campaign objectives, success and measurement goals, ad unit/serving requirements, creative, timing and other specifications.
<b>Retargeting or Remarketing</b>	Retargeting or Remarketing is a form of behavioral targeting where users are targeted on media sites based on specific actions taken or not taken on the advertiser's site, for example, user's who didn't complete the purchase or fill-in the lead form. These site visitors are targeted with this advertiser's ads when the user visits other media sites. The advertiser places tracking codes on pages, e.g. product pages, of their site to identify users as being interested in the specific products. For example, a user interested in renting a car from Avis in Toronto, looks up rates but doesn't book the rental. This user gets targeted ads on other travel sites and the creative highlights "Going to Toronto? Book with Avis."

<b>Revenue Sharing (Revshare)</b>	The allocation and distribution of revenues from a campaign. In contextual search programs, the search engine or ad network that serves the ads and gets paid by the advertisers will pay the site publisher a percentage of the campaign media fees collected based on the number of clicks or ad impressions served on their site.
<b>RIA (Rich Internet Application)</b>	Stands for 'Rich Internet Application' and relates to rich media advertising, Flash based web sites, widgets, video streams and other dynamic web content.
<b>Rich Media</b>	Ad creative where the user interacts with the ad unit, exclusive of a click through. Simple Flash is no longer considered rich media. <i>IAB Definition: advertisements with which users can interact (as opposed to solely animation and excluding click-through functionality) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML.</i>
<b>Rich Snippets</b>	Rich snippets are based on the RDF format or microformats (see definition in this glossary). They are machine readable codes providing additional information to be displayed in Google search results.
<b>Right Rail</b>	A position often referred to that delineates ad positions on the right side or in the most right column of the web page.
<b>Roadblock Ad(s)</b>	Refers to an advertiser buying all of the ad impressions for a specific web page or section of a site for specific period of time, providing a form of exclusivity to the advertiser. The roadblock guarantees an advertiser's branding exposure for that page/section and also prevents competitors from sharing the content space.
<b>ROAS Return on Advertising Spend</b>	More specific than ROI, ROAS or Return on Advertising Spending refers to the amount of revenue generated for every dollar spent on advertising.
<b>Robot</b>	A program that automatically searches the Web to scan and collect documents to be indexed on search engines. Also known as spiders, agents or Web crawlers.
<b>ROI or Return on Investment</b>	The economic value of the campaign expenditure or what revenue is generated from marketing and advertising. ROI measures can include the overall click-through rate, site traffic increases, new users registered, longer visits, more pages per session, increased sales, etc. ROI is an important measure because it helps an advertiser gain the most value from their advertising budget and helps measure effectiveness of the campaigns and is a key input for future marketing efforts and advertising campaigns.
<b>ROI Tracking Reports</b>	ROI Tracking Reports provide advertisers with statistical and analytical data regarding their advertising campaign. In Search Engine Marketing, advertiser can use tools to track the most effective keyword(s), click through rates, conversion rates, and more.
<b>RSS</b>	Stands for Rich Site Summary and is sometimes called Really Simple Syndication. RSS is a format for easily sharing content on the web such as news items and job postings. RSS allows for third parties to reuse content and make it available to their visitors. Search engines can index content from RSS feeds.

<b>Run of Site or Service or Run of Network (ROS or RON)</b>	An ad delivery and pricing option that allows advertisers to run their ads throughout a site or ad network without any targeting, usually at a lower CPM than they would pay to run ads within a specific section of a site or network of sites. See CPM.
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<b>S</b>	
<b>Sampling</b>	Used in research to collect data or make observations from a small group for the purpose of projecting data for a larger population. Syndicated research companies, such as comScore and NetRatings, develop panels (or samples) of Internet users to project audience composition and product usage for web sites and networks. The sampling process must be unbiased in order to yield statistical reliable results.
<b>Search Box</b>	A search box is the text field on a website which allows visitors to type in text and search for relevant content. Search results appropriate to the keyword(s) term are then displayed. See Search Results.
<b>Search Directory</b>	Similar to search engines, directories are databases of search terms. Directories do not use search spiders to create the directory, but are created through submissions by web site owners and many directories have human editors to assure the listings are correct.
<b>Search Engine</b>	Search Engines help users locate information on the Internet by searching for keywords or phrases. Search Engines create indexes from resource lists or create them by using robots, spiders, crawlers or agents. Each Search Engine obtains its content, categorizes it and displays it using different algorithms and approaches. The most popular Search Engines are supported commercially through paid placement programs. There are hundreds of Search Engines and they frequently link to each other. See Directories.
<b>Search Engine Marketing (SEM)</b>	Search engine marketing refers to the activities taken to increase the positioning and visibility of sites as well as driving appropriate traffic to sites. These activities include writing appropriate titles/descriptions, designing landing pages to convert those visitors to customers or incent them to take some action, developing correct site architecture to improve a site's rankings by "natural" search engine spiders and algorithms and purchasing performance-based placements or ads, such as pay per click and paid inclusion, to ensure a higher placement in the search engine results. See Search Engine Optimization and Search Results.
<b>Search Engine Optimization</b>	The process of tweaking landing and web page code, content and layouts in order to garner as high a position as possible on a Search Engine Results Page organic listings . Also referred to as SEO
<b>Search Engine Optimization (SEO)</b>	Search engine optimization (SEO) is the process of making the pages of a site more easily reached and searched by search engines spiders. By emphasizing key topics relating to a specific site and selecting relevant keywords (words or phrases) as well as other techniques, SEO activities will help (but not guarantee) that a site places higher on the results page when those keywords are used by a Web searcher.

<b>Search Engine Placement</b>	Search engine placement refers to the position of a site within a search engine or directory. Higher placement can be achieved through search engine optimization or through paid placements. See Paid Placement.
<b>Search Engine Results Page (SERP)</b>	The resulting page that appears when a user types a query or key terms into a search box, indicating what sites the search engine deems as the most relevant to the query. The typical results page includes 10 items. SERPs include organic or natural listings and paid results that are indicated as “sponsored” ads or links.
<b>Search Funnel</b>	Similar to the purchase funnel, where searchers will use different keywords or phrases to identify their needs in the purchase decision process. Advertisers can develop keyword lists targeted to the different purchase stages.
<b>Search Results</b>	Search results are the listings that are displayed when a user fills in a search query box. On some search engines, the results page will list both the natural listings and the paid listings. With the pay-per-click model, the search results are displayed in rank order, based on the amount of the bid paid by the advertiser.
<b>Semantic</b>	Semantic means “dealing with meaning.” Semantic search within SEO has been around for a while but nascent. Bing uses some semantic technologies from the semantic search engine Powerset that it acquired. Google, in contrast, doesn’t understand the meaning of a web document yet. It just analyzes the distinct keywords contained in it.
<b>Sender ID</b>	An anti-spam program authenticates an email sender and prevents email forgeries and fake addresses.
<b>Server</b>	A computer that makes services available to client computers on a network.
<b>Server Side</b>	In Computer networking, Server Side refers to the operations that are performed by the publisher, ISP, ad server or other computer.
<b>Session</b>	A series of page requests made by a browser to a Web site. If there has been no activity for a period of time (time out), followed by the resumption of activity by the same browser, a new session is considered started. There is no standardized measurement for a session length. However, 30 minutes is the most commonly used “time out” period. See Visit.
<b>Share Of Voice (SOV)</b>	Refers to an advertiser’s percentage of impressions for a specific site or section of a site for a given time period. For example, an advertiser buys 100,000 impressions in a section of a site with 1,000,000 impression avails, the advertiser will get a 10% share of voice (SOV) of the ad avails for the specified period of time.
<b>Shockwave</b>	A plug-in that allows users to view multimedia content through a browser. Shockwave is a proprietary technology from Macromedia.
<b>Shopping Cart</b>	A program or series of programs that lets visitors to your site make product selections from more than one page before sending in an order. Cookies are used as part of the special file to store information from one Web page to another. See Cookie.

<b>Short Code</b>	Special phone numbers used by mobile advertisers which allow consumers to respond directly with advertisers. Short codes are often used for television voting, ordering ringtones and other small data packages.
<b>Short Message Service (SMS)</b>	A text message, usually 140-160 characters that can be sent from a mobile device. (See SMS)
<b>Site Targeting</b>	In contextual ad programs, the ability for advertisers to pick specific sites on which they want their ads to be served.
<b>Skins or Margin Ads</b>	Skins are a form of brand advertising whereas the advertiser's logo and messages appear in the "white" space surrounding both sides of the content of the web page or video player. Margin ads are similar to Skins, but the branding takes place just on one side (typically right side) of the content.
<b>Skins/Skinning</b>	Skins are colorful, customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skinnable applications are growing in popularity and are becoming a valuable marketing tool to reach new audiences. In addition, skins are tiny files that are easy to download or email, hence, popular skins spread rapidly through the Net. Several companies already use skins to market to their target audiences.
<b>Skyscraper Ad</b>	A standard ad unit defined by the IAB. Two skyscraper ad sizes are wide with 160x600 pixels and the narrow with 120x600 pixels. Skyscraper ad units are part of the Universal Ad Package. (See Universal Ad Package)
<b>Smooth Delivery</b>	Delivery of ad impressions from an ad server with approximate equal number of ad impressions delivered daily throughout the length of the campaign.
<b>SMS</b>	Short Message Service. In mobile marketing, a text message of 140-160 characters sent to a cell phone, used to deliver information or confirm participation in a campaign. SMS has grown to including sending ringtones and graphics.
<b>SMTP</b>	'Simple Mail Transfer Protocol'. SMTP is the standard to sending email messages across the web. This text based protocol breaks web email messages down and sends the data to the recipient as an encoded file. Once received by the recipient, the encoded information is used to reassemble the file.
<b>Snail Mail</b>	Term used to refer mail being sent via the U.S. Postal Service.
<b>Sniffer</b>	Program that reads the capabilities of a visitor's browser (connection speed, browser type, plug-ins, etc.). Sniffer data is shared with the content and ad servers to deliver or target appropriate content and ads. For example, visitors with slow connections may receive a standard banner and visitors with fast connections may see a different creative version of the same ad but designed for fast connections.
<b>Social Bookmarking</b>	A method for Web users to store, organize, search and manage web page bookmarks. There are a number of services which serve as repositories for bookmarks and help users to identify the most popular and relevant links for a topic.



<b>Social CRM</b>	Social CRM refers to customer relationship management before they are customers or forging relationships beyond CRM. It uses social media for that purpose.
<b>Social Graph</b>	This term, coined by Facebook, relates to the data points which drive the interrelationship between members of a social site based on different connection types such as work, friends, interests, and geography.
<b>Social Media Marketing</b>	Marketing activities that reach audiences through social networking sites, such as MySpace and Facebook. Marketers using social media marketing want their target to share content with others by passing along branded applications such as widgets, or by adding a printed message to part of a social network profile. Social media marketers should participate, as well as their customers, as contributors and facilitators of conversations around their brand communities.
<b>Social Media Optimization</b>	Activities that used to increase traffic to websites using social media approaches and methodologies, such as RSS feeds and blogging.
<b>Social Networks/ Networking</b>	Social networks identify people of like-interests by mapping relationships and interaction among members. The services link members based on shared interests, needs and relationships and create opportunities for them to interact through instant messaging, e-mail, discussion groups, online forums, message and bulletin boards, blogs and other community features.
<b>Social Search</b>	A type of search that determines the relevance of search results by considering the interactions or contributions of users, such as social bookmarking and tagging. Social search may yield better results as it leverages individual responses, networks of friends, human judgment versus algorithmic, and more current results.
<b>Soft Bounce</b>	When an email delivery is bounced due to a temporary problem (e.g. the recipient's box is full). The email can be held at the recipient's server and delivered later or the sender can try to deliver it again. (See Hard Bounce)
<b>Spam</b>	Refers to the sending of unsolicited e-mail messages to large groups of e-mail recipients, often with the purpose of selling a product. Sometimes referred to as "junk e-mail." Spam is very controversial and several initiatives (both legal and industry best practices) are underway to curb the sending and set standards for sending of unsolicited email. With search engines, Spam refers to the manipulation of search results to distort the relevance of the search. Spam Filtering is the ability to defeat those attempts to manipulate search results.
<b>Spam Filtering</b>	Spam Filtering is the ability to defeat those attempts to manipulate search results.
<b>Spamming (In Search Marketing)</b>	Spam in search marketing refers to techniques such as cloaking, that trick search spiders to give a web page a higher ranking in the results page by making the page appear to have higher relevancy. If spam is detected by a search engine, it will usually result in a web page being "de-listed" from the search engine's index. Unfortunately, spammers can use legitimate SEO tools to perform illegitimate manipulation of the search results. See Cloaking.



<b>Specifications</b>	The technical details that advertisers must comply with for their ads to run on sites. Typical ad specifications will include ad unit size (in pixels), file size, file format or rich media acceptance, referral URL, looping or animation limitations and alt text.
<b>Spider</b>	A program that automatically retrieves Web sites to feed pages to search engines. As most pages contain links to other pages, a spider can begin “crawling” to retrieve a link as soon as one is recognized. See Crawler or Robot.
<b>Splash Page</b>	The first page a user sees after clicking on an ad. Splash pages are designed to further enhance the messaging from the original ad unit and users are given the option to continue to the main site. Often a splash page will include animation and sound that entices the user into exploring more. See Jump Page.
<b>Splogs/Splogging</b>	Generally a fake blog site which is created for the purpose of promoting an affiliate web site. Splogs are often created using content stolen from other blog sites in order to generate traffic and to appear as legitimate content to search engines.
<b>Sponsor(ed) Links</b>	Section of a page that contains the links (and short promotional messages) for advertisers on the site, in a section of the site or who meet certain promotional requirements to be included in that section.
<b>Sponsorship</b>	Advertising program or campaign designed uniquely by a Web site for an advertiser to create dominance and add value for that advertiser on the site or within a section of the site. These programs can include bundling multiple ad units, exclusivity, content integration, custom content development or research and other non-media opportunities. See Beyond the Banner.
<b>Spoofing</b>	Changing the sender's name in an email message so that it appears to be sent from a different address.
<b>Spotlight tag</b>	An ad serving tag used to track post-click conversion activity across “outcome” pages on a website – attributing performance and completion metrics along the path to conversion, back to an advertising or marketing campaign.
<b>Spyware</b>	A category of malicious software designed to take control of a computer's operation without knowledge or consent of the user, with the intent to steal personal information that would benefit a third party.
<b>Static Ad</b>	A fixed ad unit that remains on a page and does not rotate throughout the site.
<b>Stats</b>	Refers to data. Web stats are about web site traffic, media or campaign stats are about the effectiveness of the ad campaign.
<b>Sticky/Stickness</b>	A metric that refers to the capacity of a site or an ad to maintain a visitor's attention (page views or minutes per page) for an extended period of time. Chat rooms and games have traditionally been considered high “sticky” content, as well as financial services sites that offer calculators and worksheets.
<b>Storefront</b>	e-Commerce site. The page that displays products for sale, used for affiliate marketing.

<b>Streaming Media</b>	A technique that allows audio and video files to start to run and does not require that a file completely download before the user can see or hear the content. Streaming media improves the users' experience in viewing rich media. See Rich Media.
<b>Subject Line</b>	Subject lines are below the sender's name/address. Copy in the subject line identifies what the email is about. Subject line copy is a key ingredient to email success, as the message will entice (or not) the reader to open the email.
<b>Submissions</b>	Submitting pages to a search engine to be indexed, a key part of SEO or search engine optimization.
<b>Superstitial™</b>	A "SUPERSTITIAL™" is a trademarked name of an ad technology product created by Unicast. This type of ad unit can use animation, sound and graphics. A superstitial appears as a "pop-up" window. It is downloaded invisibly in the background, and the user does not see it until the ad is completely downloaded and available for viewing.
<b>Surfing</b>	Refers to the general exploration of the Internet or "surfing" to find specific content or sites .
<b>Surround Session</b>	An advertising model where a site delivers a sequence of ads (can use different ad units and positions from page to page) from one advertisers to a users' session or visit. In this manner the user is "surrounded" by the ads from one advertiser as they click through pages. The site can make the surround session exclusive to the advertiser and not include other ad units from other advertisers. Surround session models usually guarantee a specific number of pages in a session and charge a premium CPM.
<b>Synchronized</b>	An ad program where the site delivers two ad units from the same advertiser on a page, using similar or different/complementary creative, usually done for branding purposes. See Companion Ads for synchronized ads delivered in video player.
<b>Syndicated Research</b>	A form of advertising research that analyzes panels of users (segmented into home, work and university panels), to measure online audiences, their demographics and web usage, search and mobile behavior, to predict which sites and platforms are most relevant for advertising placement, as well as competitive insights for marketing, sales, and product development.
<b>Syndicated Video</b>	Refers to video content which is distributed from a central location.

T	
<b>Tags/Tagging</b>	Tags are keyword(s) or descriptors assigned to a file, picture or video clip to allow the information to be categorized or classified so that it can found through searching or linked to by other content. Tags are usually chosen by the creator of the item and typically an item will have more than one tag associated with it.
<b>Targeting</b>	The ability to deliver the most appropriate ad to a user using different techniques. The primarily targeting technique used for web ads is content targeting. Some sites offer advanced targeting options based on user demographic or usage (this data is collected through either a registration process or through profiling), browser information, and other criteria such as day parts or past purchases.
<b>Taxonomy</b>	Refers to a data structure of categories and subcategories based on a specific area of focus. Taxonomy is used heavily in behavioral targeting as a way of addressing variable elements i.e., State = [any 1 of the 50 United States] or Automobile = [Car, Van, SUV, Truck, etc.]
<b>Tearsheet</b>	In traditional print media, a page cut or torn from a publication by the publisher to show proof to client when and where that advertisement was placed. In digital media, the equivalent of an electronic tearsheet is a screen grab/copy of the web page with the ad loaded.
<b>Technographic Targeting</b>	A targeting methodology that refers to the technology and manner in which web users connect to the Internet and web pages. Technographics includes measuring the speed of connecting computers, the Operating Systems being used by those computers and the bandwidth of the connection.
<b>Tenancy</b>	An ecommerce relationship where a merchant partners with a high-traffic site to be the site's exclusive provider of certain products (e.g., books). Includes a combination of space fees and revenue sharing.
<b>Terms and Conditions or T&amp;C's</b>	Part of the media contract or Insertion Order, which provides the details for adhering to the agreement between the media buyer and media supplier. Standard T&C's have been developed by the industry trade organizations to provide guidance for Internet media transactions.
<b>Text Ads</b>	Internet ads delivered to browsers or emails as text (see Text Links), usually with no accompany imagery. Text ads can have higher CPMs than banner ads as the text links can be placed more contiguous to editorial or embedded with content, therefore having higher media values. Some sites offer text links with accompanying logos as an ad unit.
<b>Text Link</b>	A word or phrase, typically highlighted in a blue or other color and underlined, that links to a document, URL or Web page or specific area of a Web page. Text links can be found on Web pages, in e-mail newsletters, e-mail messages or used as an advertisement. Also referred to as a Hyperlink.
<b>Text Messaging</b>	Sending or receiving text messages on a mobile device. Also referred to as Short Message Service. (See SMS)

<b>Third Party Auditing</b>	The use of an independent serving authority to provide the definitive accounting of the execution of an ad campaign. The campaign contract is usually written so that the auditor's numbers are final, rather than those of either the advertiser or publisher.
<b>Third Party Cookies</b>	Cookies left by servers other than the one that serves the page content that the consumer is visiting. These cookies generally are placed by ad serving companies to track and measure exposure to displayed ads. (See First Party Cookies)
<b>Third-Party Ad Servers</b>	Technology offered by companies to provide comprehensive outsourced ad serving services, including ad serving, tracking and reporting to sites that don't want to invest in purchasing or developing in-house or proprietary solutions. Many ad agencies and marketers use third-party ad serving to send ads directly to the sites in their media buys, by-passing the site's ad server. This practice enables agencies and marketers to keep tighter controls over their media placement and reporting.
<b>Third Screen Three Screens</b>	In industry parlance, "screens" are designated to common media vehicles where interaction occurs via the screen. With TV and computer being the first and second screen – the "third" screen is generally considered the cellphone or mobile screen.
<b>Threads</b>	Messaging around a topic, usually in a chat room, forum or by instant messaging, by those interested in providing feedback or related content to the topic.
<b>Tickers</b>	Tickers appear as text "crawling" across a part of the web page, usually showing headlines, Twitter conversations, or other short-form content.
<b>Timed Ads</b>	Ads that rotate at timed intervals while a user is on a particular page. Commonly used to refresh ads in chat or discussion areas of a site, where the users are viewing a single chat window for an extended period of time and not making multiple page requests.
<b>Title Tags</b>	HTML tags which provide information that appears at the top of a site's browser page. Used by search engine spiders to help determine relevancy of web pages.
<b>Trackback Pingbacks</b>	A feature of content and blogging platforms that allows a web author or blogger to automatically be notified when somebody links to their documents. This allows for authors to track who is linking and referencing their articles. Some platforms support pingbacks that track all the links in an article.
<b>Tracking</b>	Monitoring the data associated with the serving of digital creative. See: Optimization, Analytics, Media Analytics.
<b>Tracking Pixel</b>	Also known as web bug, web beacon, pixel tag, clear gif. The method s used to track web usage, email opens, and post-click actions. The tracking pixel is a small piece of HTML code is placed on the web page or in the graphical component of an ad which "counts" the action if a corresponding tracking cookie exists on the visitors' computer.
<b>Tracking URL</b>	A specific URL designated to be track an action or conversion.

<b>Traffic</b>	The number of page views reported by a site from its log files, generally on a monthly basis. Traffic can be reported for the entire site or for sections, channels or most requested pages. Site traffic can be audited by third-party companies to authenticate numbers. See Audit.
<b>Transfer</b>	Occurs when a unit of content (text, images, pages, sound clips, video files, Java applets, Shockwave files, etc.) is successfully sent from a Web server and received by a browser.
<b>Transitional Ads</b>	Ads that are served between Web pages. (See Interstitial for full-page transitional ads.) Transitional Pop-Ups can be served when a user leaves one site with the ad appearing on the next site's pages.
<b>Trending Topics</b>	On Twitter, a list of topics that are the most-mentioned terms on Twitter at that moment. The topics update continually, reflecting the real-time nature of Twitter. This list of topics provides interesting insights into what is capturing the attention of the online world.
<b>Tweets</b>	A slang term referring to posting an update on Twitter after the questions "what are you doing?" A tweet is a 140 character or less update or post. Tweet is sometimes used as a verb, as in, "I tweeted about something." Also referred to as twittering.
<b>Tweetup</b>	A tweetup is an in-person gathering organized via Twitter, often spontaneous. Companies use them for hosting launch parties, connecting with customers and introducing like-minded followers to each other.
<b>Twittering</b>	Refers to a web service which allows users to send and store short text messages about their current thoughts and activities to others who wish to read and track those activities. Currently finding new life as a verb tense as in 'I'm twittering ideas about this conference to my Twitter account'. Individual messages are often referred to as 'tweets'.
<b>TXT</b>	A reference to "texting" or text messages.

U	
<b>Under-delivery</b>	Refers to a media buy in which a publisher is unable to meet an advertisers impression buy for a campaign. In these cases, the publisher either needs to refund a portion of the media buy or offer 'make good' impressions to for future campaigns to meet the full impression count of the agreement.
<b>Unduplicated Audience</b>	The number of unique visitors across a series of web sites in a given period. Measurement companies such as ComScore Media Metrix can measure unduplicated audiences for the sites in their research panel.
<b>Unique Users Unique Visitor</b>	Number of unique individuals or browsers for a given reporting period. Different methods exist for counting unique users/visitors: 1) where the user self-identifies through registration, 2) where the user is identified or marked by a cookie or other ID that is attached to his or her browser, or 3) the site counts unique IP Addresses accessing its servers. For sites that use cookies or unique IP Addresses, these methods are counting computers and browsers and not individuals. Syndicated research data will also include counts of unique users.
<b>Universal Ad Package</b>	A term coined by the Interactive Advertising Bureau (IAB) to define a standard group of ad units that most campaigns should include. The Universal Ad Package includes the LeaderBoard (78X90), Skyscraper (wide skyscraper is 160x600 and the narrow skyscraper is 120x600) and a rectangle (300x250 or 336x280).
<b>Upstream Traffic</b>	Refers to a metric for measuring which sites or landing pages a consumer visits before visiting a targeted web site or landing page. (See Downstream Traffic)
<b>URL</b>	Uniform Resource Locator; an address that a browser uses to find and display Web content.
<b>URL Shortening (URL Redirect)</b>	The ability to convert a long URL to a short one. Used when posting a link on Twitter or in other online communications, if the URL for the link is too long (Twitter posts have a maximum of 140 characters), a shortened URL can be created and replaces the longer URL. The shortened URL will redirect the user when clicked. Sites such as tinylink.com and tinyurl.com offer this service (URL shortening) that take URLs or links and convert them to shorter, manageable lengths for posting and tweets.
<b>User Experience (UI)</b>	Relates to the overall experience and satisfaction a user has when interacting with a web site or application, including all steps in completing the interactive process or transaction. UI and interface design considers features, user perception and ability to complete certain tasks, while improving the overall usability of the program.
<b>User Generated Content</b>	Also referred to as UGC. Includes text, photos and other material produced by Internet users and posted online for public consumption. See: Consumer Generated Media or CGM.
<b>UI or User Interface</b>	The user interface is part of the design of a web site, where as the designers determine how users will navigate the site by use of words, menus, icons, graphics and their placement on the page.



<b>User Session</b>	In web analytics, the measure of activity (all hits) for one user. See Session or Visit.
<b>User(s)</b>	A browser accessing a Web site. One user may be responsible for many impressions, visits or sessions. For example, if multiple people use one machine, they are still counted as one user. See Unique Users.
<b>User Testing</b>	User testing is a form of usability and website testing whereby you invite real users to test your site and watch/record what they are doing and where they encounter obstacles. You identify remedies and improve the site based on these user testing findings.
<b>UX</b>	Usability is not UX/User Experience (Design); it goes beyond it. It encompasses making the user want to use something for instance. A good example is the iPhone. While many phones might be usable, the iPhone is also desirable from the UX standpoint.
<b>V</b>	
<b>Value Add</b>	Refers to extra media, features or benefits that an advertiser may request of the publisher to be included in their purchase of the media. Conversely, the publisher may offer “value add” incentives to an advertiser to increase their spend level or to participate in additional media opportunities. .
<b>Vertical Portal</b>	A search engine or content site that focuses on a specific industry.
<b>Vertical Search</b>	Specialized search engines which focus on a specific area or topic in the marketplace. For example, search engines which only refer to contractors and other home repair specialists.
<b>Video Ad Units</b>	Video assets incorporated into standard ad units and served as rich media ads.
<b>Video Codec</b>	Software or hardware that enables the compression and decompressing of digital video. A popular video codec is MPEG.
<b>Video Commercials Or Broadband Video Commercials</b>	A Video Commercial or Broadband Video Commercial is defined as a commercial that may appear before, during, and after streaming content, including streaming video, animation, gaming, and music video content in a player environment. Commercials can appear in live, archived, and downloadable streaming content. See Pre-Roll Video Ad.
<b>Video Format</b>	Refers to the file type of video assets. Different video formats are used by different programs and/or operating systems. The most popular formats for digital video are .avi (Microsoft), and .flv (Flash).
<b>Video Player</b>	The media player used for the playback of digital videos from media including optical discs (DVD, VCD) and computer files.



<b>VideoCasting</b>	A version of PodCasting, using video content. (See PodCasting)
<b>View Through View Through Conversions</b>	The method of tracking whether or not a user sees, but does not click, on a ad unit and tracking whether that user visits to the promoted web site based on the view rather than the click. Advertisers that are tracking ROI based on “views” versus clicks are finding views can generate a much higher ROI on a desired activity.
<b>Viral Marketing</b>	A self-spreading marketing approach that is created when a visitor to a site or receiver of a promotional message, promotes or encourages others to visit the site or responds to (and forwards) the message. Viral methods include taglines, links, “pass-along” content (forwarding URLs or emails). (See Word-of-Mouth Marketing)
<b>Viral Video</b>	A video clip that becomes popular through online video sharing websites and email. It is important to note that “viral” refers to the resulting pass-along activity not to the original marketing or media goal. One does not launch a “viral” campaign but rather aspires to achieve the viral pass-along effect.
<b>Virtual Communities/ Worlds</b>	Online destinations which allow visitors to participate in interactive events through the use of representative avatars. These environments are often game based or focus on social activities although business practices can take place as well.
<b>Virus</b>	A self-replicating program that spreads by copying itself into an executable or documents and can be intentionally destructive, e.g. destroy data on a hard drive.
<b>Visit</b>	A series of requests made by a browser within a specified time frame, also known as a session. See Session or User Session.
<b>Visit Duration</b>	Metric used to determine the total length of time a visitor stays within a web site during a single visit.
<b>Visitor</b>	A user who accesses a Web site as identified by user registration data, a cookie, unique URL tagging or unique IP addresses. See Unique User.
<b>Visitor Segmentation</b>	Differentiating of users to site by categories such as age, sex, etc.
<b>Vlog</b>	Short for “Video Blog”. Blog content for devices that can play video.
<b>VOD (Video On Demand)</b>	Online video programming which can be called up for viewing based on a consumer’s direct action such as clicking a link. Also used to refer to cable television programming which allows consumers direct access to video content.
<b>VOIP</b>	Standing for ‘Voice Over Internet Protocol’, VOIP refers to technology which allows voice conversations to take place using computer networks.

W	
<b>WAP</b>	Wireless Application Protocol. A protocol that allows transmission of Internet content to mobile phones.
<b>Web 2.0</b>	Web 2.0 refers to the second phase of development of the web and considers the transition of sites from information silos to sources of integrated content and functionality. Web 2.0 concepts and technologies are behind the establishment of blogs, RSS, and social networks as viable media platforms.
<b>Web Analytics</b>	Measurement of site traffic and behavior of site visitors, by using log file analysis or page tagging. See Web Site Metrics.
<b>Web Log</b>	See Blogs/Blogger.
<b>Web Page</b>	Documents or information that is accessed via the World Wide Web.
<b>Web Server</b>	A computer that runs Web server software and can respond to requests from browsers.
<b>Web Site</b>	A location made up of a collection of related Web pages and files on the Internet. A Web site can contain from a few to thousands of Web pages.
<b>Web Site Metrics</b>	The metrics used in the ad buy to evaluate a site, including total traffic (page views) and reach (unique visitors) and frequency of use (sessions, visitors) and origin of traffic (referral URLs and search terms). Web analytic tools will provide these data as well as time spent, traffic patterns, most viewed pages, origin of clicks by domain.
<b>Webcasting</b>	Webcasting is the method by which sound or video media is broadcast online. RealPlayer is one Webcasting application used to transmit both video and audio on the World Wide Web. Webcasting can describe live, delayed and prerecorded material broadcast online.
<b>Webinar</b>	An online broadcast format which allows for large numbers of participants to log in at the same time for the purposes of education, training or marketing.
<b>Webmaster</b>	The individual responsible for the management of a web site.
<b>Whitelist</b>	Opposite of blacklist. In e-mail marketing, a database of internet addresses (IPs) or domains that are deemed reasonably safe from spam, and are allowed through email spam filters. Otherwise known as a safelist.
<b>Widget</b>	A widget is an application embedded or integrated in web pages that adds content to the page. Widgets are commonly used by bloggers and social network users (e.g. MySpace.com) and can be distributed to others. Widget applications can include calendar or clock functionality, weather or news content, or games.

<b>Wi-Fi Wi-Fi Hot Spots</b>	Wi-Fi (Wireless Fidelity) devices allow for wireless connection to public broadband networks. Wi-Fi Hot Spots are the geographic locations with access to public wireless network services, often in highly populated/trafficked locations such as airports, train stations, libraries, hotels and StarBucks coffee shops.
<b>Wiki</b>	A web page that allows users to easily create and edit content. Once a page is edited, there is no review before modifications are accepted and usually only allow simple text formatting. Wikis are mostly is used for collaboration and anyone can modify the pages. Wiki comes from the Hawaiian term for quick or fast.
<b>Wireless</b>	Refers to a communications system in which electromagnetic or acoustic waves transfer a signal through space rather than along a wire. In most wireless systems, radio frequency (RF) or infrared (IR) waves are used. Some examples of wireless equipment include cellular phones and pagers, cordless computer accessories (wireless mouse and keyboard) and two-way radios.
<b>Wireless Application Protocol (WAP)</b>	A standardized set of communications protocols for wireless devices, to enable secure access to e-mail and the Internet. Makes use of WML (wireless mark-up language) and WMLScript (a JavaScript-like language).
<b>Wireless Mark-Up Language (WML)</b>	A programming language that converts text portions of web pages for display on wireless devices such as cellular phones and PDAs (personal digital assistants). WML was developed from Phone.com's HDML (handheld devices markup language). WML is specified in WAP (wireless application protocol).
<b>Wireless Pull Advertising</b>	"Pull" marketing is defined as ad content being sent to a wireless subscriber who requests it. E.g. when a wireless customer requests weather content, the content may include related advertising messages.
<b>Wireless Push Marketing</b>	"Push" marketing refers to ad content being sent by an advertiser or marketer to a wireless mobile device without the wireless customer requesting it. Push Messaging includes audio, SMS (short message service) messages, email, surveys or other "pushed" content.
<b>Wonder Wheel</b>	The Google wonder wheel is a Google search tool that allows you to overview keyword clusters which are related to a particular query. It has been around for almost two years now, but many people still don't use or even know it.
<b>Word of Mouth Marketing (WOMM)</b>	Word of Mouth Marketing is when companies give people a reason to talk about their product or service. It requires building an active communications platform that is mutually beneficial for consumer-to-consumer or consumer-to marketer communications. Word of Mouth Marketing Association <a href="http://www.womma.org">www.womma.org</a> provides definitions and best practices for marketers. (See Viral Marketing)
<b>World Wide Web (WWW)</b>	The interconnected universe of computers using common protocols (http) to communicate and view each other's content via the Internet. Tim Berners-Lee (known as the founder of the Internet) defines "The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge."

<b>X-Y-Z</b>	
<b>XML</b>	Extensible Markup Language. A program language (richer than HTML) allowing web designers to create more customized layout and structure of Web documents.
<b>XML Feed</b>	XML Feeds are a form of “paid inclusion” where the search engines are “fed” the information about the pages via XML rather than the spider crawling the pages. Marketers use SEM companies with programs (trusted feeds) that automatically submit large number of URLs to search engines to be indexed for inclusion.
<b>Yield</b>	Also known as the ad click rate, measured as clicks divided by ad impressions on a given page. See Ad Impression, Click Rate.
<b>Yield Management</b>	Also known as revenue management. For publishers, the ability to maximize revenue based on how their ad inventory is priced and sold.

**Acronyms & Abbreviations**

<b>AOL</b>	America Online
<b>ASP</b>	Application Service Provider
<b>B2B</b>	Business to Business
<b>B2C</b>	Business to Consumer
<b>CGC</b>	Consumer Generated Content
<b>CGM</b>	Consumer Generated Media
<b>CPA</b>	Cost Per Action/Acquisition
<b>CPI</b>	Cost Per Interaction
<b>CPM</b>	Cost Per Thousand
<b>CPC</b>	Cost Per Click
<b>CPL</b>	Cost Per Lead
<b>CPG</b>	Consumer Packaged Goods
<b>CPS</b>	Cost Per Sale
<b>CRM</b>	Customer Relationship Management
<b>CTR</b>	Click Through Rate
<b>DFA</b>	Dart for Advertisers
<b>DFP</b>	Dart for Publishers
<b>eCPM</b>	Effective CPM
<b>GUI</b>	Graphic User Interface
<b>IAB</b>	Interactive Advertising Bureau
<b>IM</b>	Instant Messaging
<b>IO</b>	Insertion Order
<b>MSN</b>	Microsoft Network
<b>OPA</b>	Online Publishers Association
<b>PFI</b>	Pay For Inclusion
<b>PFP</b>	Pay For Performance
<b>PII</b>	Personally Identifiable Information
<b>PPC</b>	Pay Per Click
<b>PPL</b>	Pay Per Lead
<b>PPS</b>	Pay Per Sale
<b>PV</b>	Page View
<b>RFP</b>	Request for Proposal
<b>RON</b>	Run Of Network
<b>ROS</b>	Run Of Site
<b>RSS</b>	Really Simple Syndication or Rich Site Summary. <i>See: Feed, Newsfeed</i>
<b>SEM</b>	Search Engine Marketing
<b>SERP</b>	Search Engine Results Page
<b>SEO</b>	Search Engine Optimization
<b>SEP</b>	Search Engine Positioning
<b>SOV</b>	Share of Voice
<b>T&amp;C</b>	Terms and Conditions
<b>UI</b>	User Interface
<b>UV</b>	Unique Visitor
<b>UGC</b>	User Generated Content
<b>UGV</b>	User Generated Video
<b>VOD</b>	Video On Demand
<b>WAP</b>	Wireless Application Protocol
<b>WWW</b>	World Wide Web
<b>WOMM</b>	Word of Mouth Marketing